

Listing of Legislative records in the
Oregon State Archives pertaining to:

HOUSE BILL 1157, 1969
Relating to
beverage containers;
providing penalties..

(Motion to reconsider
the vote by which HB
1157 was rereferred to
State and Federal
Affairs failed)

HOUSE STATE & FEDERAL AFFAIRS COMMITTEE MINUTES:

Mar. 3 (3 p.m.) p. 1 & 2 (Also on Tape 12)*
Exhibit attached: list of persons proposing to testify on
bill
Mar. 28 (3 p.m.): p. 1 (Also on Tape 28)*
Apr. 2 (3 p.m.): p. 2 (Also on Tape 30)*
Apr. 4 (3 p.m.): p. 2 (Also on Tape 33)*
Apr. 7 (3 p.m.): p. 1 (Also on Tape 34)*

Separate exhibit file contains 81 pages. Contact the Archives
reference section for copies of entire publications, "Handy"
Guide, including Fifty Ways to Lessen Litter, Industry litter
prevention guide, and packet titled fight litter.

*NOTE: Audio tapes are on "ROLS" magnetic dictation film and are
available for listening at the Archives reference room.
Copies can not be made of these tapes.

Compiled by: Tim Backer, Reference Archivist
3/10/89

HOUSE STATE & FEDERAL AFFAIRS COMMITTEE

March 3, 1969

3:00 P.M.

Room 6, Capitol

Members Present: Martin, Chairman; Howe, Vice-Chairman; Hart; Meeker; Stathos; Priestly; Willits; Howard; Ripper.

HB 1157: SEN. ELFSTROM, co-sponsor, testified that Oregon's camping sites, fishing streams, lakes and roadsides are becoming garbage dumps. There have been some 90 bills in 37 states introduced in an attempt to reduce litter, and Vermont found that forbidding the sale of non-returnable bottles has actually been a strong deterrent to litter. REP. HANNEMAN, chief sponsor, said that Alaska is preparing legislation to combat the litter problem, and he suggested that the bill be amended to include the statement, "a minimum return of five cents." RICH CHAMBERS, legislative coordinator, stated that he thinks this kind of a bill is better than one taxing cans and bottles, and using the revenue for clean-up. He showed aluminum cans and jagged beer bottles he had picked up. REP. HOWE showed a display of ancient obsidian artifacts, some more than a thousand years old, and said that glass beer bottles are made of the same thing. TED GAMBLE, of Pepsi Cola in Portland and Cascade Beverage in Salem, and Director of Green & Beautiful, opposed the bill. He said that in a random one-mile survey of litter it was found that there were 1652 pieces of paper; 396 cans, principally beer; 254 bottles, mostly non-returnable; 59 assorted parts of automobiles; 12 items of clothing; and 86 miscellaneous items. Another survey showed paper products representing 80% of the litter, with beer cans the next most common item. Only 21% of his product is sold in non-returnable bottles, and his group is attempting to educate people. He thinks there is poor enforcement of anti-litter laws. KESSLER CANNON, from the Governor's Office on Natural Resources, read a letter from Governor McCall favoring the legislation. LeROY HANNAH, President of Soft Drink Association, feels that this bill uses the beverage industry as a whipping boy when it is only a small part of the problem. He said that a survey in Canada identified 3000 items, of which only 130 pieces were soft drink containers. He estimates that returnable bottles make about 20 trips.

PRINCE HELFRITCH, Oregon Guides and Packers on the McKenzie River, favors the bill and said he used to be told to burn cans and then throw them into the river to decompose, but the aluminum cans will never decompose. Over 50 pickup loads of litter were picked up after the first McKenzie River White Water Festival, and 80% of the beverage containers were cans. SAM BOWMAN, President of Green & Beautiful and Vice-President of Northwestern Glass Co., opposes the bill. He said Oregon received an award for the best litter program in the U.S., and that Washington claimed a reduction of \$20,000 a year in litter clean-up cost since their Green & Beautiful program in spite of the increase in population. His company produces about 80% non-returnable bottles, including juice, mayonnaise, etc. BOB HOLLOWAY, Oregon Game Commission, favors the bill because of the tremendous litter problem, and mentioned that tab openers on beverage cans have become a great danger. ELMER McCLURE confirmed that an aluminum beer can could lie around for 250 years and not disintegrate, and that glass will remain indefinitely, but paper wastes will ultimately turn to mulch. CLIFFORD VALENCIANA, International Glass Blowers Union, stated that in July of 1956 there were eight glass blowing machines in Oregon, half for non-returnable bottles, and closure would cause loss of more than \$100,000 and job reductions of 175-190 people. W. REX DAVIS, Little North Fork area, said that youngsters acquire the littering habit from their parents, and that the litter problem in Oregon is rapidly growing. He doesn't feel that a fine is effective because money doesn't mean that much. EDGAR GRIMES, Linn County Farm Bureau, said that three of his cows died of internal bleeding from glass in their hay, and another had to be killed. He said that nails, broken glass and other litter cause farmers \$100 per mile of road front per year for each animal. He suggested that

the penalty should be not less than one day, and that the individual work out the rest of his fine at \$25 a day picking up litter. LOUIS BONNEY, attorney, said that in 1968 fine collections for littering were \$4,655, there were 98 warnings, and in the period 1967-1968 there were 568 arrests, but there have been no convictions involving revocation of a license for littering. JOSEPH E. BRADY, Chairman of the National Coordinating Committee of the Beverage Industry, Cincinnati, Ohio, opposed the measure. CARL B. COLE, Lincoln City Chamber of Commerce, said that last summer on a one-mile beach clean-up they picked up 750 50-gallon drums of litter, 80% of which was beer cans and bottles, and pop bottles. Logs crush the bottles, creating a beach hazard. He feels that if the price of the bottle is high enough, it will reduce litter. JUNE HAUGER, Albany chemist, said that the early claims of Swedish breweries that they had developed a degrading container have proven groundless, and it is not possible at this time to develop a container that will self-destruct. MARIAN SUTTON, Pacific City, feels that the general public does not benefit by non-returnable bottles and favors the bill. LES PEARMINE, Gervais farmer, said that people in agriculture overwhelmingly support the bill. Rural areas have become dumping grounds, and beer bottles in the fields are a source of danger to animals and to tractor tires. GEORGE ROUCHES, Portland Bottling Co., feels it is a discriminatory bill, and said that only 20 to 22% of the containers are non-returnable. GEORGE MOOREHEAD, Oregon Wildlife Assn., said their membership of nearly 5000 members passed a resolution recommending that all beverage containers have an adequate redemption fee. DICK HUBBARD, Isaac Walton League, said his organization has been educating people for many years with bumper stickers, animated movies, etc. HERB CONNOR, Oregon Soft Drink Assn., spoke opposing the bill. RAY ROLOW, Teamsters Union, feels that the bill is stopping progress. CHARLES GALE, Regional Park Agency, showed slides and said that both Marion and Polk County Park Boards endorse the bill. He mentioned that the underwater danger from broken bottles is becoming serious. CORNELIUS SLOVKEN, Oregon Environmental Council, explained the anti-litter efforts of their group.

The meeting adjourned at 6:00 P.M.

Respectfully submitted,

Evanelle Ewing
Committee Clerk

18 FEBRUARY 69

PROPOSED TESTIMONY IN STATE AND FEDERAL AFFAIRS ON HB 1157

(NOTE : ALL OF THESE PEOPLE MAY NOT BE IN ATTENDANCE, BUT ALL BUT TWO, OR AT MOST THREE, WILL BE)

THEME	BY	ADDRESS AND PHONE
✓ RIVERS AND BANKS	PRINCE HELFRICH	RAIL CREEK RANCH VIDA, OREGON 503 / 822-3529
✓ WILD AREAS ACCESS	CORNELIUS LOFGREN	255 ALICE AVENUE SOUTH SALEM, OREGON 97302 503 / 363-6006
X MOUNTAINS	CARLISLE ROBERTS	1740 FIR SOUTH SALEM, OREGON 97302 503 / 363-9043
10 AGRICULTURE	LES PEARMINÉ	ROUTE 1 GERVAIS, OREGON 503 / 364-3122
THE WORLDWIDE STRUGGLE	ROD STUBBS	1740 PARK N.E. SALEM, OREGON 97301 503 / 581-5955
X OUTDOOR CLUBS POSITION	LAWRENCE WILLIAMS	1465 - 27TH (206) MILWAUKIE, OREGON 97222 503 / 659-4816
✓ PUBLIC AREAS LITTER DIVING RECREATION	CHARLES GALE	R3 - B721A SALEM, OREGON 97302 585-4591
10 EDUCATION DIFFICULTIES	LUTHER JERSTAD	9920 SW TERWILLIGER PORTLAND, OREGON 503 / 246-9830
10 LEGAL DIFFICULTIES	LOUIS BONNEY	1150 - 14TH NE SALEM, OREGON 97301 503 / 364-3504
✓ SCIENTIFIC DIFFICULTIES	JUNE HAUGER	1445 CITY VIEW PLACE ALBANY, OREGON 503 / 926-4185
10 WILDLIFE FEDERATION	WILLIAM ANDERSON	1865 NE 129TH PLACE PORTLAND, OREGON 97230 503 / 252-4165
✓ ECONOMIC URGENCY	RICH CHAMBERS	R3 - B754B SALEM, OREGON 97302 503 / 362-5815

contracts actually belongs to the contractor and he is entitled to any earnings accruing from investments. Contractors would then consider these earnings on retainage when preparing a bid proposal, thus reducing the cost to the public. This procedure is being followed in Utah, and he feels there would be no extra bookkeeping.

SB 232: - ED WESTERDAHL, Executive Assistant to the Governor, appeared before the committee. He said the bill has probably had more work done on it than any bill before the committee. It has gone through numerous amendments, all affected parties have been met with, and the feeling is it is an extremely good and sound piece of legislation. Basically the bill brings together into one department the management units of state government. Those units include Planning, Intergovernmental Co-Ordination Section, the three sections of the Dept. of Finance, the management side of the Civil Service Commission, and it then creates a public employe relations board which is the protection side of the Civil Service Commission. It also brings in two other central functions that should be directly under the responsibility of the Governor's management unit, the Dept. of Emergency Services and the Division of Economic Development from the Dept. of Commerce. He stated he can safely say the administrators in each of the units have reviewed the bill and concur with the wisdom of the passage of this legislation. The impact of the bill will be simply to shift from one of control to one of development, a positive orientation rather than a negative orientation. He said they feel this is one of the most significant steps in the reorganization package and hope the committee will agree with the judgment and pass the bill to the floor. TOM ENRIGHT told the committee this legislation was not the result of something that came up recently from the Governor's office but something that resulted from a study done over a period of 18 months by the sub-committee of the Legislative Fiscal Committee. He gave the committee the background of the study and the end result of SB 232 being introduced. JERRY DODDS appeared before the committee indicating support for the bill.

At the conclusion of the hearing, REP. HART moved that the engrossed bill be sent to the floor with a "Do Pass" recommendation. By roll call vote, the motion carried. Rep. Stathos will carry the bill.

HB 1406: - ROGER EMMONS, Executive Secretary of State Board of Engineers and State Board of Watchmakers, testified this bill would give authority to get injunctions. There are quite a few cases where the licensee hires an unlicensed person in conducting auctions, and this would stop that. There is an exemption for persons selling property for benevolent purposes.

HB 1407: - ROGER EMMONS testified this bill would also give authority to seek an injunction to prevent violations. It seeks authority to return any certificate which has been issued, and changes the name, which is the longest of any state board, to the State Board of Watchmakers.

HB 1157: - REP. MEEKER moved that the amendments dated March 25, 1969, be adopted and on vote, the motion passed unanimously. REP. MEEKER moved the amendments dated March 3, 1969 be adopted, and the motion failed with Reps. Hart, Howard, Ripper and Martin opposed. REP. RIPPER would have liked the bill to be effective July 1, 1970, in order to have one summer before the next session to see how effective it is. He favors all types of containers being made returnable. REP. HOWARD feels that people across state lines would bring back bottles to throw on our roads. REP. HANNEMAN testified that the return could be on aluminum

House State and Federal Affairs Committee

April 2, 1969

Page -3-

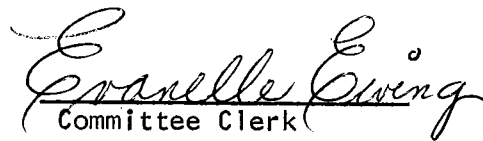
cans or any container. REP. RIPPER said the State of Washington has similar legislation and he wants an interim committee to come up with some legislation of a bi-state nature.

HB 1248: - REP. MANN presented amendments to the bill to the committee. Chairman Martin said there would be action taken on the bill at a work session.

HB 1434: At the time Chairman Martin called for hearing the bill, the witness who had signed up was not in attendance.

The meeting adjourned at 4:45 P.M.

Respectfully submitted,


Committee Clerk

- HB 1248 - Rep. Hart moved the amendments dated April 2 be adopted, and the motion passed. Rep. Howard moved HB 1248 to the floor with a "Do Pass as Amended" recommendation. Motion carried unanimously.
- HB 1229 - Rep. Stathos said he has talked with Rep. Carson, who is working on amendments.
- HB 1623 - Rep. Martin said that HB 1623 has been heard in subcommittee and is basically a new bill proposing to join the eastern forest fire protection funds with those for western fire protection, with the balance of money in the western fund dedicated to use for western fires. Proposal is to buy fire insurance protection with a \$500,000 deductible clause. After the Fire Protection Fund reaches \$4,000,000, it will be used to repay the General Fund for insurance premiums. Rep. Stathos expressed some concern about buying such expensive insurance; rather he would prefer the state insure itself by borrowing in case of fire loss and then repaying at the rate of \$100,000 per year. Rep. Hart pointed out that the bill is permissive only. Rep. Priestley moved to amend HB 1623 by deleting section 13 of the amendments, and on vote the motion failed with Hart, Howard, Howe, Meeker, Ripper, Stathos, Willits and Martin voting no. Rep. Hart moved to adopt the amendments dated April 4 and the motion passed unanimously. Rep. Hart moved that HB 1623 be sent to the floor with a "Do Pass as Amended" recommendation and re-referral to Ways and Means. Motion carried unanimously.
- HJM 19 Rep. Hart moved that HJM 19 be tabled. Motion carried with Reps. Priestley, Stathos and Willits voting no.
- HJM 22 After discussion of various amendments, Rep. Howe moved to table HJM 22. Motion carried with Reps. Howard, Priestley, Stathos and Willits voting against the motion.
- HB 1406 Rep. Hart moved that the amendments dated April 2 be adopted, and on vote the motion carried unanimously. Roger Emmons discussed the bill and the amendments. Rep. Hart moved that HB 1406 be sent to the floor with a "Do Pass as Amended" recommendation. Motion passed unanimously.
- HB 1407 Rep. Hart moved that HB 1407 be sent to the floor with a "Do Pass" recommendation. Motion carried unanimously.
- HB 1157 Rep. Meeker moved to adopt amendments dated April 4, 1969. Motion carried unanimously. Rep. Hanneman discussed these amendments and said he had tried to fill all the loopholes. After further discussion, Rep. Meeker moved that HB 1157 be sent to the floor with a "Do Pass as Amended" recommendation. Motion passed with Reps. Hart, Howard, Willits and Martin opposing.
- SB 58 Rep. Howe moved that amendments dated April 3 be adopted, and on vote the motion carried with Rep. Priestley dissenting. Rep. Howard moved that SB 58 be sent to the floor "Do Pass as Amended". Motion carried with Reps. Priestley and Willits dissenting.

HB 1590, 1291, 1157, 1817, 1818

House State and Federal Affairs Committee

April 7, 1969

3:00 p.m.

Room 105 State Capitol

Members Present: Martin, Ch.; Howe, Vice Ch.
Hart; Howard; Meeker; Priestley; Ripper; Willits

Delayed: Stathos

Witnesses: Paul Bettiol, Executive Director, Board on Police Standards and
Training

Capt. J. Bardell Purcell, Portland Police Bureau, and member of
Board on Police Standards and Training

Major Bryon W. Hazelton, Oregon State Police

Jerry Orrick, Association of Oregon Counties

HB 1590 - REP. HOWE moved to adopt amendments No. 1, dated March 24, 1969, and the motion carried unanimously. REP. MEEKER moved to amend HB 1590 by deleting line 2 after "body", and line 3 and the first three words of line 4, page 3, and the motion passed unanimously. REP. HOWE moved that Amendment No. 2, dated March 24, 1969, be adopted. REP. HART moved to amend the motion by deleting the word "probably" and the motion failed. REP. HOWE withdrew his motion. REP. MEEKER moved to adopt Amendment No. 3, dated March 24, 1969. REP. HOWARD MOVED that electrical systems be excluded. REP. MEEKER withdrew his motion. After consultation with Legislative Counsel, all the proposed amendments would be drafted into one for further consideration of the Committee.

HB 1291 REP. HART moved that the Committee reconsider HB 1291, which was moved to the floor on April 4, 1969. REP. MEEKER said telegrams received by the Committee stated this bill would limit opportunities for college boys who were hired to work in service stations. Passage of the bill would bring in a new concept of decreased cost of gasoline, and perhaps gas wars. REP. HOWARD feared danger of inadequate supervision. Rep. Hart's motion failed with Reps. Howe, Priestley, Ripper, Stathos and Willits voting against reconsideration.

HB 1157 REP. HART moved to reconsider HB 1157, which was passed on April 4, 1969. He feels the amendments were adopted without people having an opportunity to testify, although he considered them an improvement to the bill in attacking the litter problem. Motion failed with Reps. Howe, Meeker, Priestley, Ripper and Stathos opposing.

HB 1817 PAUL BETTIOL and CAPT. PURCELL testified that Oregon is now in a position to make a decision and delay will increase cost. The training facilities at Camp Withycombe are greatly strained and cannot provide as much training opportunity as desired. Seven hundred men have been trained since 1961, during which time the training increased from 80 to 160 hours, and it will probably be further increased. Training could be financed by assessments on fines, and a facility located in a metropolitan area near a college would be ideal. Mr. Bettiol considered the feasibility of a joint police and fire training facility. Capt. Purcell believes that fire fighting is a



United States Brewers Association, Inc.
535 Fifth Avenue, New York, N. Y. 10017

Industry litter prevention guide



Litter has been aptly termed a "national disgrace." Its ramifications are moral, social and economic; it costs the public, the government and industry.

It mars the beauty of the nation, contributes to the growth of the slums and corrodes the spirit of public pride and personal dignity.

Although Keep America Beautiful, the national litter prevention organization, has had the full support of the USBA as well as individual brewers and affiliated companies since its inception, increasing legislative threats, prompted by thoughtless disposal of the industry's containers, point to the need for a major industry-wide litter prevention campaign.

This booklet is part of that campaign. It contains a wealth of vital information on how to initiate a litter prevention program. Admittedly, much of what it contains may appear familiar but the suggestions and ideas offer tried-and-true methods of application.

We are hopeful that the brewer and associate members of the USBA will find it a valuable tool in the initiation of a litter prevention program or the extension of an existing one — on an individual basis or perhaps as a concerted, inter-industry effort.

Applied effectively, this "Industry Guide to Litter Prevention" can make a major contribution to the eradication of the litterbug — that careless, thoughtless individual who is directly responsible for the country's "national disgrace."



Henry B. King
HENRY B. KING

President, U.S. Brewers Association, Inc.

Introduction

Litter is a major problem in the United States, blighting the countryside and marring the beauty, character and cleanliness of the nation's streets, roads and highways, parks, beaches, waterways, homes and public buildings. It costs the American taxpayer over \$500 million annually in clean-up efforts. It is a fire hazard and a threat to health and safety.

Because its containers and convenience packaging can be subject to misuse, the brewing industry is oftentimes the target of criticism. The resultant unfavorable reflection on the industry and its products is unjust but is, nevertheless, an unfortunate reality. Through the United States Brewers Association, Inc. the brewing industry has supported Keep America Beautiful, the litter prevention organization, since its inception. The problem of litter, however, is vast and nation-wide in scope, calling for the resources and cooperation of the general public, individual groups, companies and organizations as well as KAB.

Many brewers and USBA associate members have already initiated litter prevention programs. Some are more extensive than others. A number are in conjunction with KAB and others are completely independent. All, however, show an awareness and deep seated concern for the eradication of this blight.

Recently, the United States Brewers Association was authorized by its Board of Directors to inaugurate the following eight-point program, for the purpose of combatting litter on a more intensified nation-wide basis with emphasis on local and community effort.

USBA Litter Prevention Program

1. That it be the policy of the United States Brewers Association that all members supply suitable permanent and properly identified trash containers to all employees for use in their personal vehicles and company vehicles.
2. That all members of the United States Brewers Association recommend to their wholesalers that trash containers be installed in all company and personal vehicles of the wholesalers.
3. That all members of the Association recommend to their suppliers that suitable trash containers be installed in all company and personal vehicles of their suppliers.
4. That each brewer member of the Association and his wholesaler recommend to their retailers that suitable trash containers be placed in their outlets and installed in their company and personal vehicles.
5. That members of the United States Brewers Association recommend to all mass media people with whom they deal that trash containers be installed in their employees personal and company vehicles.
6. That some type of statement appear in *prominent* type on the side of every six-pack container regarding the improper disposal of the package and the relationship with existing laws.
7. That members of the United States Brewers Association, if possible and where appropriate, in one minute commercials featuring non-returnable packages, show their proper disposal.
8. That a joint committee to deal with the litter problem be established with the soft drink industry, the package manufacturing industry and insofar as possible, the food packaging industry. That this joint committee concentrate its efforts on the question of law enforcement. Keep America Beautiful would be used by the brewing industry as a vehicle for implementation.

In line with the eight points, this booklet has been devised to give some of the basics in initiating a litter prevention program. Also included are sources for litter prevention materials and supplies; follow-up suggestions and ideas; the necessary elements in extending or supplementing existing programs.

This booklet does not offer a litter prevention program per se, since the application of such a program will in many instances be an individual undertaking with local and regional variations, but it should prove to be a valuable aid in initiating a litter prevention program or extending or supplementing an existing one. It is a compilation of programs, suggestions, strategies and ideas which have proved eminently successful and it is hoped it will help spark further inspiration and efforts.

Litter prevention is more than keeping America beautiful and clean; it is a vital and necessary part of the brewing industry's sincere and continuous efforts to contribute to community betterment and public service. The public must be made aware that it is people who litter, not products, and it is hoped that this booklet will help USBA members, associates and all related segments of the industry put reality into proper focus as they devote their physical efforts and resources to combatting the litter problem.

Contents

	<i>Page</i>
Who Litters?	7
Reflection On The Industry	8
What Others Have Done	8
Everyone's Involved	9
How to Initiate A Litter Prevention Program	9
Task Force Committee	11
Getting Underway	11
Employee Education	12
Up And Away	13
Importance of Publicity	14
Advertising	18
Keep It Going	18
School Program	19
Plans, Programs and Ideas	20
Good Thinking	23
Keeping Your Program Going	25
Grading Your Program	26
Sources for Materials And Supplies	30
Manuals, Guides, Leaflets	30
Films	30
Filmstrip	31
Handbooks & Booklets	31
Bumper Strips & Signs	31
Posters & Signs	32
Stickers & Labels	32
Buttons	32
Miscellaneous	32
Litterbags	33
Keep America Beautiful, Inc.	34



Who Litters?

In a recent spot check of 12 foreign countries by Keep America Beautiful, it was found that litter was a growing problem. Rising standards of living and the growth of disposable packaging were listed as the main reasons. The situation is far more acute in the United States, where the standard of living is the highest in the world and where disposable packaging has been an intrinsic part of marketing for three decades. KAB conducted a survey not long ago among litter prevention leaders throughout the U.S. and 94 per cent characterized the typical litterbug as a "careless, thoughtless, inconsiderate person." A total of 50 per cent indicated adults as the most frequent litterers as compared with 42 per cent who blamed teenagers and 8 per cent who placed the blame on children. Most of the litter defacing the nation's rural areas is tossed by motorists from moving cars, about 70 per cent; picnickers followed with 25 per cent of the tally; and outdoor sportsmen were blamed by less than 5 per cent. In response to the question, "Who are the most prone to litter?", 68 per cent named city dwellers and 20 per cent named suburbanites the champion litterers, while country people received only 12 per cent of the vote.

Litter has actually been termed a "national disgrace" in America. Cleaning it up costs U.S. taxpayers more than \$500 million every year. Urban communities spend close to \$300 million of that amount for street cleaning alone; another \$100 million goes for de-littering forests, parks, beaches, waterways and other public areas. If the cost of litter to private property owners is included, the national litter bill approaches the \$1 billion a year mark!

Litterbugs are responsible for 44,000 fires each year. Every 12 minutes a home is destroyed or damaged by a fire starting in rubbish and litter, and in one year an estimated 130 persons lost their lives in litter-fed blazes.

Litter is a menace to health and safety. It creates breeding grounds for disease-carrying insects and rodents. Littered waterways endanger swimmers, fishermen, boaters, and are a threat to marine and plant life.

Litter is an eyesore; it blights and corrodes. It lowers property values, driving away tourists and shoppers and discouraging new industries.

Reflection on the industry

One of the sad realities of litter is the unfavorable reflection cast on the industries that produce or use cans, bottles and other disposable packaging. The fact that it is irresponsible and thoughtless people who misuse containers does not deter some editorialists from criticizing industry. The brewing industry has had to bear the brunt of numerous attacks in media of communication over the years because of the misuse of its containers. In the realm of "restrictive" legislation, 35 bills were introduced in state legislatures in 1967 alone and, without exception, all place the major economic and moral burden for the problem on the industry. Rather than place the blame on the individuals who are directly responsible for litter, vocal and powerful critics choose to ignore the brewing industry's long record of public responsibility. Their suggestions for the eradication of litter impinge on industry's right to function in our democratic enterprise system. No matter what its shape or form, litter is made by careless, irresponsible and thoughtless people and it is they who must accept the responsibility for it.



What others have done

Countless companies and organizations across the nation have launched successful litter prevention programs. The final results of any continuing litter prevention program are often intangible and difficult to measure by any set criteria, but their efforts have set in motion the necessary psychological and economic forces to help prevent and eventually eliminate litter. As one industry spokesman expressed it, "Years ago there was a widespread unsanitary custom of expectorating on the floor, particularly in places where men congregated. Spittoons were a common sight. Today they are virtually non-existent. You keep hammering and hammering away until an unhealthy or unsavory custom just disappears. That's what must be done with litter."

American industry spends more than \$1,000,000 annually in litter prevention efforts, and *The Advertising Council, Inc.*, offers its services free of charge in the preparation and dissemination of KAB material to radio, TV, newspapers and magazines. Under sponsorship of The Advertising Council, more than \$22,000,000 worth of time and space are contributed to litter prevention by all media.



Many industries and individual companies and organizations within the brewing complex have launched excellent litter prevention programs with outstanding and continuing success. These efforts include a wide variety of community projects; in-plant programs; inter-industry programs; educational programs on many levels; active membership in Keep America Beautiful, Inc. and its affiliated organizations; the supplying of litter prevention films and materials to elementary and primary schools on a continuing basis.

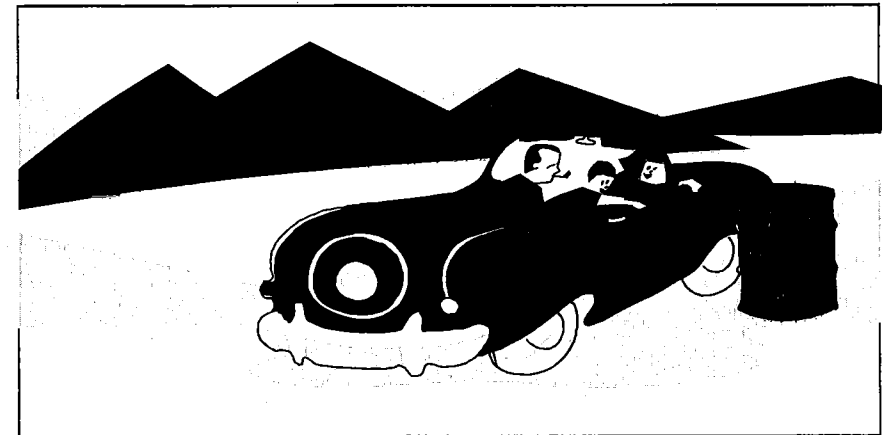
Everyone's involved

And industry is not alone in its acute awareness of the situation. Individual cities and states have launched litter prevention and clean-up programs for very sound economic as well as esthetic reasons. Persuading millions of Americans to assume personal responsibility for the appearance of cities and countryside is a long-range risk, but positive results are evident. Here are some examples:

Kentucky — Tourists spent \$7 million more the year following Kentucky's first clean-up campaign than in any previous year.

Maryland — After the initial start of the Keep Maryland Beautiful program, littering in state parks and forests dropped an estimated 20 to 30 per cent.

Washington — Since litter barrels were installed at roadside areas in 1956, there has been an annual savings of more than \$100,000 in state highway cleanup costs.



West Virginia — A state-wide cleanup effort is credited with helping to attract 46 new industries to the state, providing jobs for 5,000 workers.

Wisconsin — Highway cleanup costs have dropped for the second consecutive year for a saving of more than \$90,000, due to a state-wide anti-litter effort.

Litter is not only ugly, unsanitary and a fire hazard — it's expensive. It's an economic burden for the public, industry and the nation.

How to initiate a litter prevention program

Litter prevention is more than simply "cleaning up." It involves a change in careless habits and attitudes which have developed over the years. Removal of litter itself is often relatively simple but the prevention of litter is a continuing educational task. Litter prevention, therefore, should be viewed as a long-range proposition, one that demands persistent effort and continuing innovation.

To begin, the initial impetus should come from the executive level in any company. The president or chief executive officer should first study the situation thoroughly, determine just what the problems are and what can be done about them. To get the ball rolling, he might first disseminate a letter with his signature to all employees. Preferably, the letter should be directed personally to

each individual, although the body will remain the same. Such letter might call attention to a specific litter problem facing the company or to the subject in general. It might be phrased in this way:

Dear _____:

Litter is a costly problem in our nation today. Each year a total of \$500 million in tax money -- yours and mine -- is spent to clean up the trash and refuse carelessly discarded by thoughtless litterbugs on streets, roadways, recreation areas and in downtown shopping centers.

The growing mountain of litter is not only costly and ugly, it's a menace to health and safety. Each year 44,000 homes are destroyed by litter-fed fires and hundreds have lost their lives.

Litter threatens your job and my business, for the disposable containers in which our products are packaged (or the products we produce) are often subject to misuse. Litter is an indirect growth of the vast amount of packaging generated by our affluence, but it includes everything from newspapers to abandoned autos. We all know that things don't litter, people do, but, unfortunately, the industry that uses or produces disposable packaging is often the target of editorial criticism and restrictive legislation. I need not tell you that anything that casts an unfavorable reflection on our company's "image," or legislation which inhibits and undermines its growth and well-being, is detrimental to your progress and mine.

A Task Force Committee will soon be named to head up a litter prevention campaign. They will need the cooperation of each and every employee. The committee will be calling for volunteers and your services will be most welcome and appreciated. The campaign will be an in-plant one at first and, hopefully, it will be extended to the community.

Esthetically and economically we all have a stake in litter prevention. May I count on you to help keep our industry's image untarnished and our progress secure by joining in this concerted litter prevention campaign?

Yours in the hope of keeping our America beautiful,

Task Force Committee

The ideal Task Force Committee should consist of the following:

- Plant manager, Community or Public Relations manager, industrial relations manager, personnel manager, a union representative, representative of non-union workers, manager of custodial or maintenance services.



The distaff side should not be forgotten; employees active in civic affairs might be considered for the Committee, and a representative from a local Keep America Beautiful group could be asked to sit in on sessions and offer direction and advice.

The Committee should:

- Study situation and outline course of action.
- Keep America Beautiful, Inc. should be contacted immediately and materials requested on projects and ideas. (Sources for materials and litter prevention ideas are also included in this booklet.)
- Brainstorm all suggested remedies and plan of action.
- Set up schedules and deadlines.
- A calendar should be made of things to be done.
- Orders for catalogue items, such as litterbags, stickers, brochures, movies and receptacles, should be placed early so that they arrive on schedule.

After an individual is chosen to head up the litter prevention program, various duties should be assigned each Committee member. Then

- Employee volunteers should be incorporated in the program.
- A management-employee coordinator should be appointed to keep department heads and foremen of various shifts informed of the program.
- A publicity coordinator should be named to see that the program is adequately publicized.
- A community coordinator should be named to develop support of litter prevention programs by local government bodies and community organizations; he might also enlist support of local youth groups.
- Depending on the size of the plant, various internal and external coordinating functions can be assigned to one or two persons or can be spread amongst groups in large plants.

Getting underway

It is advisable to tie-in an initial litter prevention program with major national holidays, the seasons or, say, a company's anniversary. Once it's underway, it can be accelerated on each holiday or at the advent of an approaching season or on the company's annual birthday. Another way to get the ball rolling is to initiate a Company Clean-Up Week, or month.

As an example, take the Fourth of July Weekend.

1 – The initial aspect of your program is to make your employees conscious of the need for good litter prevention habits and –

2 – Have them set good anti-litter examples during the long holiday weekend.

Therefore, since this campaign is directed primarily at your employees, their interest must be aroused. The first step in this direction is to initiate an employee relations program, at least two weeks before the holiday.

Employee education

Your employees have already been made aware of the need for a litter prevention program through the executive letter. To get your employee education underway, you must now take these steps:

1 – Photographs of the Task Force Committee members should be taken and placed prominently on bulletin boards or in the company communications bulletin, with their names, functions and announcement of the Committee's installation. A prominent announcement will suffice where photographs are not feasible.

2 – Two weeks prior to the holiday, seek the interest of employees with a "teaser" banner on bulletin boards, in the company bulletin or house organ. The idea is to arouse curiosity without telling the whole story. The first one-line message might read:

Company To Declare War – Watch For Announcement!

In a few days follow with another:

Company Declares War On Litter – We Need Your Help!

Or:

Battle Plan Against Litter – Join The Fight!

3 – A day or so later a detailed account of the company's litter plans should be publicized and the following points should be made:

- Spell out the national litter problem as was done in the executive letter.
- Employees should be impressed with the need for their help and cooperation in the company's program, noting that it is imperative that they set good litter prevention examples.

- Supplement announcement with distribution of KAB booklets and leaflets. Other ways to spark your employee communications efforts are through;

- Signs and posters. Stock posters are listed in the KAB's catalogue, or use the talent available in your own plant to design original ones. Ask employees to chip in with slogan suggestions, such as:

**BASK IN SUMMER GLITTER
WITHOUT NEEDLESS LITTER**

**MAKE IT A SAFE
AND CLEAN 4TH
KEEP AMERICA
BEAUTIFUL**

**Don't Titter – Dump That Litter
In a Proper Receptacle!**

**MAKE THIS SUMMER FITTER
WITH AN ALL OUT FIGHT ON LITTER**

Prizes could be offered for the best slogans.

- Films. Excellent media to graphically illustrate litter prevention. "The Heritage of Splendor," Walt Disney's "The Litterbug," "Nation of Spoilers," "Lassie's Litter Bit" and "A Land Betrayed" are fine films which can be shown (sources are listed in this booklet). Set them up for screening during lunch hours, at shift changes or any convenient time. Boost attendance with a drawing for a token prize.

A vital prerequisite to the program is good plant housekeeping. Employees can hardly be expected to express an interest in litter prevention if their own surroundings are dirty and unkempt. Tidy, attractive surroundings discourage litter. To accomplish this aim be certain that:

- The plant is kept free of litter inside and out.
- Sufficient litter receptacles are available and placed in appropriate areas. (Decorate them with anti-litter messages.)

Up and away

An auto litterbag is one of the greatest deterrents to roadside litter. In addition to supplying a place for trash, the litterbag serves as a reminder not to throw refuse out the window. Litterbags can serve as a stimulus in a wide range of litter prevention projects. They can be distributed any time but the Fourth of July weekend is ideal. The goal is to have a litterbag in the car of every employee. It might also be suggested that employees distribute litterbags to friends and relatives.

Inexpensive, disposable litterbags can usually be obtained from local suppliers. A number are listed in this booklet. Many litterbags can be obtained with your own personalized message. This will further help identify your company with the anti-litter movement.

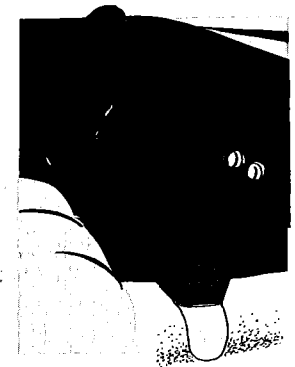
Orders should be placed early. In establishing the quantity, consider the possibility of additional distribution during the summer months or the possible distribution to segments of the community.

To distribute litterbags, announce to employees that they will be given out before the holiday.

1 – State where, when and how. The best time for distribution is probably the Thursday or Friday before the holiday. They can be given out as the employees leave the building or as they drive out of the parking lot. (Where possible, the plant manager should participate in the distribution.) A dollar bill placed in a small number of litterbags as a premium can be used as a gimmick to get employees to pick up the litterbags.

2 – Be sure to note the proper source to contact in the event that quantities are desired.

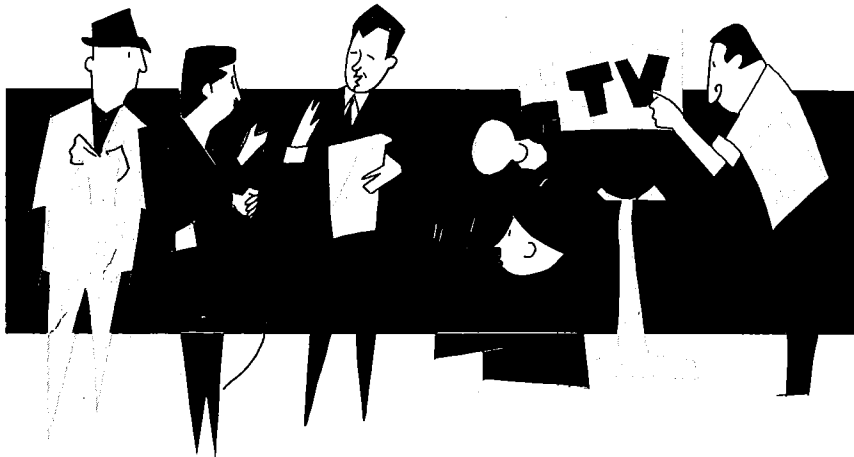
3 – Stress importance of installing and using litterbags. You might note that it costs over \$10 million to clean up litter strewn across the country after a typical three-day holiday weekend. Safety could be stressed, too. In Connecticut, for instance, it was reported that in a three-year period there were 621 accidents caused by vehicles hitting or swaying to avoid foreign objects on the road. A



total of 261 resulted in personal injury and 360 in property damage, with an economic loss of over half a million dollars.

Bumper stickers carrying an anti-litter message are also ideal. The KAB catalogue lists the types and sources are contained in this booklet.

Like litterbags, bumper stickers can be given out at any time. Their distribution with the litterbags just before the holiday weekend can further support the campaign. If this is not feasible, they may be given out a few weeks before the holiday or in mid-summer. You might also consider the distribution of bumper stickers in the community. This can be done through civic groups and youth organizations. It is important that company and plant executives set an example by having bumper stickers on their cars as well as prominently displayed litterbags.



Importance of publicity

Publicity is a vitally important aspect of your litter prevention program. It not only keeps the public informed of your active participation in litter prevention but it inspires your employees and keeps them aware of the progress of the campaign. The finest program can dissolve into nothing unless it is given consistent and thoughtful publicity coverage.

To get your story to local media:

- Contact local newspaper editors and radio and TV news directors. Briefly tell them of your company's litter prevention program. Urge them to publicize the program, editorially and in the news area.
- Follow up with a letter, pointing out that your publicity coordinator, John Jones, is handling the public relations aspects of your program and that he will be responsible for the dissemination of photos and news stories.

In working with news media, the most important requirement is a legitimate and worthy news story. There are a number of possible "news pegs" in your holiday program, including the initial announcement of the program and distribution of litterbags.

Here are sample releases for the press. They should be hand-delivered to all media in your community. Do not use carbons and be sure to double space. The release should be in the hands of editors well before their deadlines, which should be checked beforehand.

Program Announcement

From: Company

Address

Phone

Contact: Publicity Coordinator

COMPANY LAUNCHES MAJOR

LITTER PREVENTION PROGRAM

Community, date -- The (company) plant here has launched a major litter prevention campaign to keep America beautiful, (plant manager) reported today.

The program reminds (company) employees daily to exert extra care in disposing of trash and refuse in the face of rising clean-up costs and the effacing of the nation's beauty resulting from careless litterbugs, (plant manager) said.

"Over \$500 million in taxes is spent annually to pick up litter from public roadways and recreation areas," he said. "Litter is an eyesore that blights and corrodes. It's unhealthy and unsafe. It lowers property values, discourages tourism and alienates new business and industry."

The company's campaign includes an extensive in-plant litter prevention program which will be climaxed with the distribution of automobile litterbags and bumper stickers just prior to the Fourth of July holiday weekend.

"Litter does not make itself," (plant manager) emphasized. "Careless, thoughtless people are responsible for it."

(Plant manager) urged other businesses and industries in the area and the general public to join in the fight.

"We all have a stake in eradicating litter," (plant manager) said. "It hits everyone in the pocket and it mars the character and beauty of our community and country."

Litterbag Distribution

From: Company

Address

Phone

Contact: PUBLICITY COORDINATOR

(Company) PLANT PROGRAM TO

EXTERMINATE HIGHWAY LITTERBUGS

Community, date -- Employees of the (company) have joined in the fight to eliminate litter on the highways during the July Fourth weekend.

Community, date -- There will be no litterbugs among the employees of the (company) plant during the holiday.

Company officials yesterday distributed (number) auto litterbags to employees as part of the plant's litter prevention program.

"For the past two weeks we have been reminding our employees that they can help in the war on litter by exercising thought and care in the disposal of trash. By serving as an example to others they can help tremendously to out the nation's \$500 million litter bill," said (plant manager).

Mr. _____ explained that this is the amount of tax money spent annually to pick up litter strewn on roadways and in public recreation areas by careless litterbugs.

The (company) plant program here is part of a nationwide effort in support of the Keep America Beautiful campaign.

KAB, the national anti-litter organization, estimates that during the holiday American motorists discard enough litter to pave a four-lane highway, stretching the 720 miles between Boston and Detroit.

(Plant manager) urged everyone to do their part to make it not only a safe and sane Fourth but also a clean one.

"Litter is ugly and expensive but it is also dangerous," he pointed out. "In just one state it was reported that 621 accidents occurred over a three year period, caused by vehicles hitting or swerving to avoid foreign objects on the road. Each of us has a stake in eliminating litter. It hurts us all -- badly."

To garner maximum coverage, inform local media well in advance of your plans to distribute litterbags before the Fourth of July. Request that they cover the event with a photographer. At the same time arrange to have your own photographer on hand to shoot the event. Arrange to have two separate photos processed immediately and send them to news outlets which did not cover the event. Remember, photo coverage is often the best means to publicize your program. A good, newsy photograph often has a better chance to get newspaper placement. This is due to space considerations and the graphic value of photography in the average city newspaper. And don't forget the distaff side. The inclusion of an attractive young lady in a photograph often proves to be an eye-catcher for editors as well as the public. Avoid staid line-ups of executives and obviously posed official shots. Keep it bright and informal. Here is a sample caption:

A CLEANER FOURTH -- (Employee) receives one of the (number) auto litterbags distributed yesterday to employees of the (company) plant here by (plant manager) with an assist from pretty (girl's name), a representative of the local Keep (city) Clean organization. The distribution of litterbags climaxed the plant's Fourth of July litter prevention program, which is part of the nation-wide effort to Keep America Beautiful. (Plant manager) said he hoped that the program will serve as a reminder to the millions of motorists drawn to the highways during the holiday weekend to exercise more care in disposing of trash and refuse.

From: Company

Address

Phone

Contact: PUBLICITY COORDINATOR (Date)

Once contact with local news media has been established, keep the issue alive by assuring continuous coverages of your program.

1 -- Suggest litter feature story ideas, such as the cost of cleaning up litter in your community, safety and fire hazards from litter, local successful litter prevention projects, an unusual personality who is working in your campaign, possibly one of your own employees.

2 -- Be sure you have a good news peg or legitimate news angle. Don't waste an editor's time. If you do, he's liable to ignore you when you have something really worthwhile. The publicity coordinator should see to it that each suggestion carries legitimate news value.

Advertising

Through The Advertising Council, newspaper ad mats, radio scripts and recordings and TV scripts and films featuring anti-litter messages are sent to media each year, including radio, TV stations, magazines and daily newspapers.

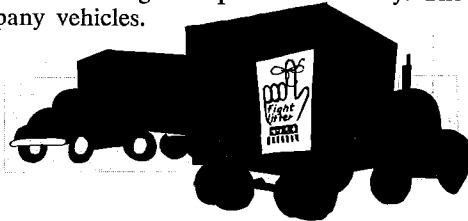
Your program can also contribute to this effort. As an example, you might remind local newspapers, TV and radio stations that they receive materials from The Advertising Council and that these materials are worthy of publication. An even more direct approach is to use the Council's litter prevention ad mats in your own advertising copy.

Keep it going

The Labor Day holiday is another ideal time to initiate or follow through on a litter prevention program. It's the last big holiday weekend of the season, drawing millions to highways and recreation areas.

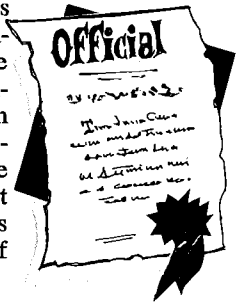
The communications-publicity approach taken during July Fourth again applies. And here are some ideas:

- Sponsor an anti-litter exhibit in the plant recreation area or other public area. Exhibits might also be assembled for placement in prominent business buildings in the community. (KAB's Idea Service bulletins carry a wealth of inspiration on this aspect.)
- Distribute Keep America Beautiful buttons which are listed in the organization's catalogue.
- Launch a community project. A popular method used by many industries is the truck sign or poster with a litter prevention message. These can be obtained through the KAB catalogue or purchased locally. The posters should be placed on all company vehicles.



- Encourage suppliers, shippers, customers and other business associates to place them on their trucks.
- Elicit the help and cooperation of related businesses and industries. A brewer, for instance, will find it advantageous to enlist the cooperation of wholesalers, retailers, suppliers, joining forces to accelerate a litter program and keep it rolling.
- Distribute litterbags. The ideal time is immediately prior to the holiday and you might consider distribution to the community as well. Shopping centers, public parking lots and recreation areas are ideal places to give them out. If no plant manpower is available for this project, contact local youth organizations and ask their help. Local Boy Scout or Girl Scout troops are most cooperative in this type of venture.
- Distribute bumper stickers and/or key tags with anti-litter messages.
- Consider joining your associates, other industries, and city officials in a concerted effort during the Labor Day weekend and sponsor a Litter Prevention Week.

This kind of community interest and responsibility wins the approval of Mayors and other officials. In many instances, Mayors announce official proclamations of the event and this garners excellent publicity in media of communication. You might also sponsor a Litter Prevention advertisement in local media with the cooperation of associated industries and city officials. The ad itself can serve as a peg for a good news story. The ad might suggest that the police be on alert to enforce anti-litter laws as well as calling for good litter prevention attitudes on the part of the public.



Whatever approach you take, your publicity coordinator should see to it that it is given the widest publicity coverage in local media and in your own bulletins and communications. If a litter prevention project is a cooperative venture, with a brewer, wholesaler and supplier involved, each company should be given credit.

Litter prevention is a year-round project and the advent of each season is a good time to initiate a program or to accelerate an existing one. For obvious reasons, the advent of summer is a particularly auspicious time. The consumption of products and beverages in disposable containers accelerates, more people are outdoors and traveling. Consequently, there is usually an upsurge in litter. Summer is a good opportunity to initiate a community clean-up program in cooperation with youth groups, garden clubs, boating organizations, women's clubs, chambers of commerce, civic and service clubs. To get the ball rolling you might suggest:

- A "Summer Litter Workshop." Call together various segments in the community to confer on the subject and inaugurate a program to eradicate litter.
- A "Merchants Sweep." Request all store owners and merchants in your community to cooperate in a vast sweep and clean up campaign.
- Survey streets, school grounds, picnic and recreation spots to see if there are adequate trash receptacles at "heavy" litter points. If not, discuss the matter with appropriate officials or landowners.

If the cost of commercial containers is prohibitive, the 55-gallon oil drum is a solution. Service stations will often donate them. Cleaned, painted and stenciled with an anti-litter message, they are effective and functional. The name of your company can also be stenciled on them, enhancing your public image.

School program

Good litter prevention attitudes must be instilled in people. Care is the product of education, carelessness the result of lack of it. It is important, therefore, that youth be properly educated in litter prevention, and experience shows they can be major allies in any clean-up campaign.

In laying the groundwork for a school program, the first step is to contact school authorities in your community. The program may be built around these three basic steps:

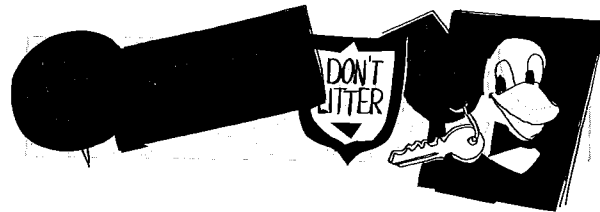
- 1 - Presentation of litter prevention movies.
- 2 - Distribution of brochures and other printed materials.
- 3 - Making available KAB's Teachers' Guides to schools.

The Donald Duck movie "The Litterbug" and "Lassie's Litter Bit" are recommended for elementary grades, and "The Heritage of Splendor," "Nation of Spoilers" and "A Land Betrayed" for high school students. The movies can be loaned to schools for their own use and scheduling, but the best approach is a planned presentation by a plant representative, perhaps the plant manager. The presentation should include a brief talk on litter prevention.

After the film is shown, promotion items should be distributed to the children. Some of these are listed in this brochure and the KAB catalogue. They include Keep America Beautiful buttons, anti-litter pledge cards, stickers, key tags and a Donald Duck comic book based on the film.

If plant personnel can't make the presentation, ask school officials to have a teacher or the principal do so. You can supply the promotion and printed materials.

The KAB Teachers' Guides presents a full classroom program for elementary and high school pupils. School officials should be encouraged to integrate this litter prevention activity into their regular classroom programs. Offer to make copies of the Guides available to the entire school system. These Guides are inexpensive when ordered in quantity.



Publicity Possibilities. Once your plan is laid out and approved by school officials, take advantage of the excellent publicity possibilities by doing the following:

1— Send a release announcing the program to news media. (Many school systems have their own publicity departments and will gladly handle this. The release should first be cleared with school officials.)

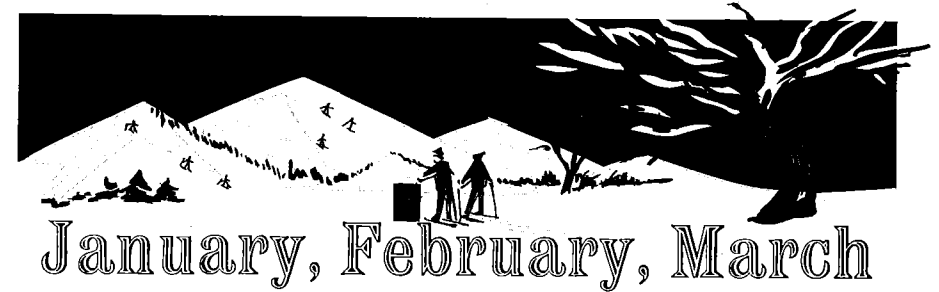
2— Be sure to publicize the program in your company house organ and communications.

Remember, no matter how wide in scope your initial program becomes, your employees must feel a sense of responsibility for its success and identification with its achievements. They must be made to feel that they are very much a part of the clean-up program. It started with them and in order to be a lasting success, it must be carried through with their backing and cooperation.

A well-executed program can put a great dent in the litter problem in your area but it can never be a one-shot affair. Only a continuing, well-organized public education and promotion program will do the job.

Plans, Programs and Ideas

The list of plans, programs and ideas in fostering litter prevention is endless. Very often the success of one venture sparks a completely original approach in another area. The initiation of one project may instigate a dozen others. The KAB's Idea Service bulletins offer interesting and vital suggestions in fostering litter prevention. Here are examples of some of the things that can be done year round.



1. **Litter survey:** Divide the community into sections and assign individuals or groups to canvass a certain area, taking pictures of litter accumulations and other spots to be improved. Enlist the aid of city officials and/or adult and youth organizations in cleaning up these places. Particular attention might be given to improving city entrances. Take "before" and "after" pictures to be used for publicity purposes.

2. **In northern states:** Help clean up litter left by skiers, snowmobilers, and other winter sports enthusiasts.

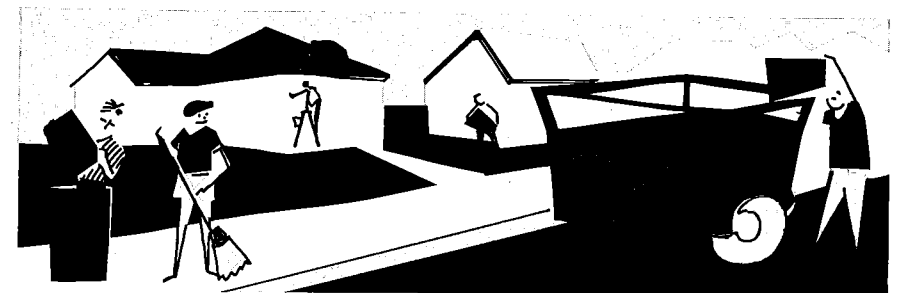
In southern states see that beaches, lakes and resort areas are litter-free.

3. **Call on school authorities** and suggest new anti-litter activities. Arrange for an assembly with a Keep America Beautiful theme. Recommend that a "Sanitation Patrol" or a "Clean-up Brigade" be made responsible for "policing" schoolgrounds and surrounding areas. Suggest an anti-litter display for the school lobby or corridors.

4. **Set up a speakers' bureau** and make arrangements to address local adult and youth groups on the subject of litter-prevention. (Here's an opportunity for your task force committee to speak or enlist employee volunteers.) Secure statistics from municipal and state officials on costs for cleaning up litter and on law enforcement practices (be sure to get copies of ordinances and laws regarding litter control on highways and waterways.)

5. **Contact other groups** to get help in conducting spring projects.

6. **Litter prevention message** can be incorporated in your postage meter stamp, so that all your mail will carry a KAB slogan.



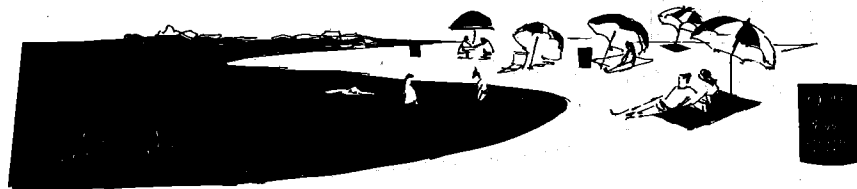
APRIL, MAY, JUNE

1. **Conduct a "Litter Workshop"**. Cooperate with groups such as the chamber of commerce, civic and service clubs, women's and garden clubs, youth organizations and municipal officials in conducting a workshop on the subject of litter-prevention. Be sure the meeting results in broadened community action to prevent litter and improve the area.

2. **Litter Laws.** Get copies of your city, county and state ordinances or laws pertaining to litter and review them to see if they are adequate and enforceable. If not, discuss the matter, and possible revisions, with the proper officials. (KAB's booklet, "Litter Laws" contains a model anti-litter ordinance and recommendations for state highway and waterway litter control laws, examples of penalty warning signs and information on law enforcement.

3. **Hold a contest** for the best poster, song, skit, jingle or slogan on litter-prevention. Arrange to display the winning posters in the windows of local business firms. The songs, jingles and slogans could be printed in the local newspaper or used by radio stations.

4. **Memorial Day** is the beginning of the "heavy litter season" in many areas. Use the occasion to start a publicity campaign reminding vacationers to keep beaches, waterways, picnic areas, parks and forests litter-free. Stress the need for carrying litterbags in automobiles and boats.



JULY, AUGUST, SEPTEMBER

1. **Prepare a float** with an anti-litter or beautification theme for entry in the Fourth of July or other parade.

2. **A litterbag for every car or boat.** Whether it's a permanent container or a plain paper sack, a litterbag in the car or boat is essential to controlling litter on highways and waterways. Distribute litterbags at service stations, park entrances, resorts, expressways, boat marinas, piers and drive-ins. Continue distribution at intervals throughout the year. See that every car and boat in the area has one.

3. **Schedule a clean waterside project.** Get local sportsmen and conservationists to be responsible for cleaning a beach, waterway or stream bank. Boy Scouts, Boys' Clubs, and sanitation department might assist.

4. **Suggest that a local radio station** hold a contest for the "Best Slogan for Keeping (Name of City) Clean". Promotion can include radio spots that incorporate the slogans sent in by listeners and information on other community anti-litter efforts. *Ask a local television station* to hold a panel discussion on the subject of litter-prevention — using both city officials and knowledgeable citizens as speakers.

5. **Good Turn Day.** After making appropriate arrangements, a group of young people and adults might spend a Saturday cleaning up and landscaping town monuments, homes for the aged, cemeteries — or de-littering a section of highway or beach.

6. **Arrange for an eye-catching exhibit** at a central location. Enclose a huge pile of trash with a wire fence and put up a sign, "Does any of this belong to you? It was found on Main Street today!"

7. **Ask companies** to include anti-litter reminders in monthly bills.



October, November, December

1. **Fire/Litter Prevention** — Litter is a fire hazard, particularly in homes, schools and forests. Prior to Fire Prevention Week, contact local Fire Officials and ask how you can cooperate in cleaning up the trash which could cause or feed fires. Most Fire Departments have a regular "home inspection" program — help them get cooperation from local residents in carrying it out.

2. **Arrange a litter alert in the schools.** At a given time, students pick up any litter they find — wherever they happen to be — in classrooms, hallways, on the school grounds and place it in proper receptacles. Publicize the event.

3. **Arrange for special anti-litter "demonstrations"** between halves at high school and college football games and other sports events. One student might be dressed as a litterbug — and others chase him away with great fanfare! Suggest that "don't litter" reminders be broadcast over the public address system on such occasions.

4. **Direct publicity efforts towards hunters and fishermen.** Remind them that in the matter of litter, "You can — and should — take it with you!"

5. **Get Santa Claus to help** promote "Don't let Christmas glitter turn to litter" and other seasonal reminders. Litterbags make unique Christmas gifts!

Good thinking

Here's more food for thought. These projects were actually carried out and found to be very effective. Each can be adapted for use in almost any community or to fit the needs of any organization.

School Libraries provide an excellent means of reaching youngsters. At Pleasant Hill, Calif., a local women's club furnishes reference material and give-away leaflets on the litter problem for a young people's library. (The same idea might be adapted for adult use in public libraries, perhaps locating such materials in the section on gardening. Information on litter laws, trash receptacles, litterbags and beautification could be included.)

A College printed these rules for a clean campus in the student newspaper: 1. Always dispose of cigarette stubs, packages and matches in the ash-trays provided for them. 2. Put used napkins, dishes and containers in the proper place in the cafeteria. 3. Drop all litter in the trash receptacles located on the campus. 4. Carry small litter with you until it can be put in a proper container.



Anti-Litter pledge cards and pencils with a "Keep Mississippi Clean" reminder were recently distributed to elementary school children in the western

part of that state which is serviced by the Mississippi Power & Light Co. The attractive red and white cards featured the company's trademark, Reddy Kilowatt," warning students "not to be a litterbug." Space was allowed for the name of the pupil, his school and the parent's signature.

A "Beautification Detective Force" is now part of the Birmingham Beautification Board. The city is divided into sections and a member of the Board assigned to canvass a certain area once every three months, taking pictures of unsightly and littered places. When the information has been completed and turned in to the Board, a letter and photograph of the littered spot are mailed to the property-owner, with a request that he take steps to improve the site.

Camp Fire Girls in Corpus Christi, Tex., set out to eliminate litter from Padre Island, one of the largest stretches of unspoiled beach in the country. The Girls soon gained the cooperation of the Causeway Board and the Pepsi-Cola Co. donated litterbags which were given to all motorists as they entered the Causeway. The project caught on and was promoted by radio and television stations, newspapers and private citizens until it became too large for the Camp Fire Girls to carry out alone. Today, the Jaycees handle the administration. Every March or April there is a general cleanup day in which all youth agencies in the city participate, with each group responsible for its own section of the vast beach.

"Atlanta Unbeautiful" was the theme of a photography contest sponsored by the Women's Chamber of Commerce of Atlanta, Ga. Contestants were invited to "accent the negative" and submit pictures of some of the city's worst littered areas. At the end of the contest, photos were shown to property owners and municipal officials in an effort to shock them into cleaning up.

Explorer Scouts in California, cooperating with skin divers, picked up underwater trash. Another Explorer Post in Wisconsin undertook a special project in which the dead fish found along the shores of a lake were collected and buried to prevent them from polluting the water.

Within one year, Boy Scouts distributed nationally more than 25,000 "outdoor code" posters with a litter warning message. Through their efforts, too, a TV film aimed at people using boats and urging them not to litter waterways or shores, was shown approximately 20,000 times.

Keep Maryland Beautiful recently supplied litterbags for a series of pet shows held at local shopping centers and sponsored by a Baltimore newspaper. A litterbug containing dog and cat food, bird seed, a dog leash, candy bar and other items was given to each young pet owner who entered the contest.

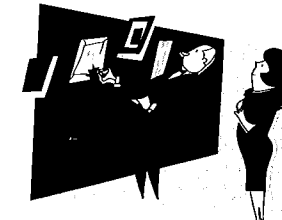
At Memphis, Tenn., city buses feature litterbags for the convenience of passengers. Provided by the Memphis Transit Authority, bags are intended as a preventive measure — to promote cleaner bus interiors and keep litter off the streets.



In West Virginia, litterbags were given to all persons donating to the Local March of Dimes drive. Boy Scouts displayed posters alerting motorists to the program and young polio victims handed out the bags.

Trucks of International Paper Co.'s Hudson River Mill (Corinth, N. Y.) carry signs with an anti-litter message as a reminder that "U make the difference" between a clean and a littered community. The plant also regularly distributes litterbags in the surrounding area and to mill visitors.

A Student art poster contest is one of the youth projects annually sponsored by New Hampshire Roadside Associates. All students of New Hampshire schools are eligible to submit original designs on the theme of "Keep New Hampshire Beautiful." (More than 500 posters were entered in 1960.)



Other projects encouraged by the New Hampshire organization include beautification of downtown areas, creating roadside rests and picnic areas with adequate trash facilities, improving city entrances and exits with planned landscaping, planting traffic triangles and town squares, promoting local anti-litter activities.

An Awards Program is held each month by the Beautify San Antonio Association to honor two local firms that have beautified their buildings and grounds. In addition to a framed Beautification Certificate of Merit, winning companies also receive a sign, for use outdoors, consisting of a 12 or 16-inch metal disc mounted on a 3-foot steel stand that can be put into the ground. The disc is painted white and personalized with the name of the firm receiving the award.

For publicity value, don't overlook presentations to show-business celebrities and other well-known personages. To publicize their "clean curbs" objective, the Beautify San Antonio Association often presents a pushbroom, appropriately glamorized with gold paint and sequins.

Cooperative newspaper ads have given strong support to litter-prevention efforts in Stafford, Va. Among sponsors to date have been the Fredericksburg-Quantico Beer Wholesalers Association and the Peoples Bank of Stafford. Ads feature "before" and "after" pictures of littered areas and urge residents to "Be on the litter alert."

In some places, anti-litter messages have been printed on personal stationery and on small, individual stickers that are put on outgoing mail in the same way Christmas and Easter seals are used on envelopes. Copy might read, "Ask yourself, What have I done today to make my city cleaner and more beautiful?"

Litter Prevention can often be combined with other activities, fire safety, for example. It may be effectively tied-in with traffic and driver safety programs, fire prevention and, of course, any clean-up, planting or beautification efforts.

Keeping your program going

Any litter prevention program must be a continuing one if it is to make any real inroad on the problem. Your initial program may be geared to fostering litter prevention in a specific area but as the program is developed and extended you will reap far greater rewards. Litter prevention is a year-round operation. It cannot be a hit and miss affair. One project should lead to another, one idea to another. A litter prevention program must constantly develop and grow. If possible, it should be extended BUT UNDER NO CIRCUMSTANCES SHOULD A PROJECT BE ALLOWED TO WITHER ON THE VINE.

Since your Task Force Committee members have the responsibility of developing and extending the program, they should:

- Constantly seek out new ideas and innovations.

- Possibly pool their resources with a similar committee representing a related business; in the case of a brewing company, for instance, with a committee of wholesalers or suppliers.

- Consider revamping the wording on litterbags and bumper stickers within a year's time. A prize might be offered the employee originating the next year's company slogan. A prize might also be offered to the employee who comes up with the best plan for a litter prevention project.

- Give special recognition, including publicity, to an individual who has done something outstanding in litter prevention. For instance, a committee member or employee may be directly responsible for eliciting the cooperation in your program of the Chamber of Commerce or civic club. Another may have elicited the aid of the local Garden Club or the Boy Scouts. They should be played up in your company bulletins and, if possible, in local news media.



If you initiated your program on a holiday be sure you perk it up every succeeding holiday. Make it a year-round campaign.

You may even consider a Clean-Up week each month, say the first or last week.

Remember the seasonal approach. Gear the program to each season. And don't forget Winter! Litter doesn't abate at any time of the year and Christmas tinsel, trees, ornaments and gift wrapping are misused by the careless.

The thing to remember is that if careless, irresponsible and thoughtless people litter tinsel at Christmas, gum wrappers in March and newspapers in July, they'll litter cans, bottles and other containers any time of the year. Litter is litter.

Grading your program

A vitally important requisite in any litter program is to grade the results and weigh its success. This should be done **IMMEDIATELY** after the initial impact of any given project. It should be done whether or not the program has been a success. Nothing must be taken for granted. What proved to be a successful formula may have been so because of extenuating circumstances. Repetition of the same project in the same manner might prove fatal under other circumstances. If the program wasn't a success, it is imperative that you find out why. Under no circumstances go from one project to another until you have carefully graded the results of one that has already gotten underway.

Taking the July Fourth holiday program as an example, here are the steps you may have taken in initiating your first program:

- 1—President's letter to all employees.
- 2—Formation of a Task Force Committee.
- 3—Careful study of the situation and contact with Keep America Beautiful, Inc. for project information and ideas.
- 4—Program schedule and deadlines set. Orders for KAB materials — litterbags, stickers, brochures, movies, receptacles — placed early.
- 5—Assignment of one individual to head up the program, with specific duties for each Task Force Committee member; enlistment of employee volunteers and contacts initiated with local KAB, civic and youth groups.
- 6—Employee communications program, with teaser announcement, followed by another, then a detailed account of company's litter plans. This is to be supplemented with distribution of KAB booklets and brochures, the posting of signs and posters.
- 7—Request for litter prevention slogans from employees with a prize for the best.
- 8—Presentation of litter prevention films to employees.
- 9—Decorate plant with anti-litter messages, assure in-plant clean-up.
- 10—Purchase and distribution of litterbags to employees one or two days before holiday, with announcement detailing tax costs of litter clean-up, hazards created by litter, highway safety.
- 11—Distribution of bumper stickers immediately prior to holiday.
- 12—Thorough publicity program with personal contact with news editors, appropriate releases to local media; photographic coverage; complete coverage of program in company house organs, bulletins.

These 12 points, of course, are basic. You may have elaborated on them considerably. Whatever the case, about a week after the Fourth of July weekend sit down with your Task Force Committee and take a thorough, penetrating look at the program. If it was a success, great, but WHY was it a success? If it fell flat it is vitally important to know WHY. Under no circumstances let the issue die and decide to initiate a litter prevention project in some other area. If a program failed, it did so for a very commonsensical reason and doubtless your second project will fall just as flat on its face if you don't grade the previous failure.

Say your program wasn't a success — what happened? Start from scratch.

1 — Granted the executive letter was disseminated to ALL your employees, how did the Task Force Committee work out? Was the right person in the right committee post? Did the committee work in harmony? Is the man in charge of the operation the right one?

2 — Was KAB contacted in time to receive all the necessary project ideas and materials?

3 — Was the program scheduled properly? Or did you find yourself running into conflict with company operations and manpower problems?

4 — Were appropriate contacts made with local KAB, civic and youth groups? Perhaps your representative made a wrong impression? Follow through and find out why the local garden club may have decided to withhold its cooperation.

5 — Was your employee communications program faulty? Was all the necessary information published and was there a follow-up? Is your publicity coordinator the right man for the job? Your employees were enthusiastic about the program at first and then suddenly their interest petered out. Some weren't even aware the company had a litter prevention program. Why?

6 — Were your litter prevention signs and posters placed where they could be clearly seen and where they would make the most impact? Or were they buried in corners or not even posted?

7 — Did you purchase enough litterbags and bumper stickers? You were short 100 of each? That means 100 employees were LEFT OUT of their company's litter prevention program!

8 — What happened to your publicity? Local newspapers didn't print the announcement of the program's initiation or the announcement of the distribution of litterbags? Don't moan — you should have had your publicity coordinator follow through. The release may have been misplaced, it may have arrived too late for publication, it may have been left out because what the editor deemed "more important" news had to be given priority. It should have been followed up with another release, carefully worded to conform with the time change. Most news editors will do their utmost to give litter prevention as much space as possible, and they'll respect you for immediately following through with a subsequent release. A day-old item may still have value in an editor's eyes but two or three-day old news is "cold turkey".

9 — Has the program been given appropriate publicity in your company communications? Photographs were taken of employees Joe Jones receiving a prize for that winning slogan and Mary Brown enlisting the support of the local Chamber of Commerce in the program. Were these photographs given cover-

age? Local news media may not have publicized them for space reasons, but did your publicity coordinator follow through in your house organ or company communications? Were the photographs prominently displayed on bulletin boards? You cannot expect the cooperation of your employees if you do not reward their initiative and recognize their efforts.

If a program wasn't a success there was a very basic reason for it. It takes little sleuthing to uncover the culprit and once you are armed with this knowledge you can take the necessary precautions to see that it doesn't happen again.

If your program was a success it should also be carefully graded, and you might question your Task Force Committee as to why they think it was a success. You might be very surprised to find that someone may just say, "You know, if it wasn't because of the program would have fallen flat on its face".

Coincidence or good luck should not be determining influences in your program. It must be logical and basic. Then again, the success of your program may prove a valuable example for another company or organization. As a brewer, for instance, if you can tell your wholesaler or supplier exactly WHY your program was a success he will be far more prone to joining forces with you in the next project.

There should be no secrets in litter prevention. When you're a winner your entire industry and its associates are winners. When your program is unsuccessful, everyone is hurt. The effects are not always too obvious but they're there and it takes little insight to perceive them.

The essential thing to remember is that **LITTER IS EVERYBODY'S BUSINESS!**

Once you have a well-planned litter program underway you will find it easy to develop or perhaps even extend it to something more ambitious. You will share in the warm sense of pride and accomplishment that characterize the brewing industry's long record of public responsibility. Most of all, your efforts will help Keep America Beautiful and they will help eliminate the litterbug — that thoughtless, irresponsible individual whose carelessness could threaten the good name and integrity of responsible industry.

Sources for materials and supplies

Materials and supplies can be obtained from the following listed sources at nominal cost. In some instances, however, you may find it advantageous to purchase the materials locally, particularly personalized and specially printed matter and useful "give away" items. A more complete guide can be obtained from Keep America Beautiful, Inc. with price lists.

Manuals, Guides and Leaflets

(Materials in this section may be ordered directly from Keep America Beautiful, Inc.)

Guide #1, "Litter Containers for Automobiles and Boats" — Suggestions for promoting the use of litterbags; also sources for permanent and disposable litter containers.

Guide #2, "Litter Receptacles" — Information on various types of trash receptacles and a list of manufacturers.

Guide #3, "Litter Laws — A model anti-litter ordinance, recommendations for state highway and waterway litter-control laws, samples of penalty-warning signs and information on enforcement."

Guide #4, "Litter-Prevention, Elementary Schools" — Describes anti-litter and beautification projects which community leaders may recommend be carried out in the classroom. (Material aimed at community leaders. It is not directed to the teacher)

Guide #5, — "Advertising" — "How-to" promote joint sponsorship of litter-prevention advertisements.

Guide #6, "Publicity" — "How-to" enlist the support of local newspapers, radio and television stations.

Guide #7, "Litter-Prevention and the Motorist" — Suggestions for increasing litter-prevention awareness on the part of the motorist.

"Business & Industry Manual" —

How business may integrate anti-litter and beautification activities into employee and public relations programs.

"Community Organization Guide"

— Suggestions for setting up a permanent anti-litter organization in the community.

"Let's All Help" — Ideal "give-away" folder or mailing enclosure describes the

Keep America Beautiful program and how the individual may participate.

Guide for Conservationists:

"Litter-Prevention . . . An Aid To Conservation" — Anti-litter activities in the conservation field for undertaking by groups and individuals.

Guides for Teachers and Youth Group Leaders:

"Nobody Loves a Litterbug!" — An elementary teacher's guide that suggests ways in which litter-prevention and beautification activities may be integrated into the everyday curriculum.

"A Student Council Action Program" — A KAB-Owens Illinois, Inc. kit for the use of student councils in launching litter prevention projects in the school and the community.

"It's Everybody's Job!" — A high school teacher's guide of suggested anti-litter and beautification projects for undertaking in the classroom, the school and the community.

"Keeping America Beautiful . . . A Guide For Youth Leaders" — leader's guide for initiating litter-prevention programs among organized youth groups of different ages and interests. Contains suggestions for anti-litter meetings, clean-up beautification projects in the school, the neighborhood, how to tie in with community litter-prevention efforts.

Films

1. "Let's Keep America Beautiful" — 14 minute, 16mm, sound and color film, which presents the litter problem against a backdrop of some of the country's most beautiful landscapes. Breathtaking views of mountains, lakes, beaches and forests show a scenic wonderland while dramatizing the damage done by litterbugs. \$95.00 per print. Order from: Keep America Beautiful, Inc.

2. "The Litterbug" — 7 minute, 16mm, sound and color animated cartoon by Walt Disney Productions. Donald Duck is the star of the picture which shows various types of litterbugs in ac-

tion. \$135.00 per print. \$110.00 (to non-profit orgs.) Order from: Walt Disney 16mm films, 350 South Buena Vista St., Burbank, Cal.

3. "Heritage of Splendor" — 18 minute, 16mm, award-winning sound and color film emphasizes the importance of America's great outdoor areas as a natural resource for recreation, the citizen's obligation to preserve this heritage, the damage done by thoughtless litterers. Ronald Reagan narrates. \$101.00 per print.

4. "Nation of Spoilers!" — 11 minute, 16mm, sound and color film presents a series of scenes contrasting America's natural beauty with examples of areas spoiled by litter and vandalism. Picture illustrates some of the most common kinds of vandalism, offers reasons why people commit such acts. \$120.00 per print.

5. "A Land Betrayed." — 10 minute, 16mm sound-color film showing how the nation's scenic wonders are being despoiled by litter and suggesting how every community and individual can help to eliminate litter and replace it with beauty. \$115.00 per print. Order films 3, 4 and 5 from: Alfred Higgins Productions, 9100 Sunset Boulevard, Hollywood, Calif. 90069.

6. "Lassie's Litter Bit." — 28 minute, 16mm-sound film in color available on free loan. World-famous Lassie, beloved dog star of Hollywood and TV, appears in the leading role as guardian of America's natural beauty and wildlife. Thrilling and suspenseful, the film shows how Lassie's heroism averts near-tragedy due to litter. Presented by Pepsi-Cola Co., the film can be obtained from the Modern Talking Picture Service, Inc., with outlets in major cities.

Filmstrip

"Let's Keep It America The Beautiful" — 36 frame, 35mm film-strip, available in color or black and white with illustrated guide. Urges students to participate in anti-litter activities, suggests various student and school projects. (\$4.00 per black and white film-strip, \$6.50 per color filmstrip.) Order from: Visual Education Consultants, Inc., P.O. Box 52, Madison, Wis. 53701.

Handbooks & Booklets

"Litter Control Handbook" — 41-page handbook provides guidelines for

park and recreation administrators for establishing an effective anti-litter program with special emphasis on how to control litter in public places. Includes facts on the litter problem, litter laws, tested anti-litter projects, sources for information and promotional materials. Order from: National Recreation and Park Association, Oglebay Park, Wheeling, W. Va. 26003.

"How To Beautify Your City" — 137 page looseleaf handbook containing information that will help a community of any size to improve its appearance. Contents include: components of an effective clean-up program, guides to gaining financial sponsorship, tested publicity ideas, classroom-field projects, activities for volunteers. Order from: Christopher Gilson, Box 523, Greenwich, Conn. 06831.

"On The Way I Dropped It" — Describes ways by which individuals may eliminate litter in the community. (16-page booklet) Order from: George W. Stewart, Publisher, Inc., 378 Flaxhill Road, South Norwalk, Conn. 06854.

"Keep America Clean" — 16 page booklet using key words and graphics to cover the following points: what litter is, cost and dangers, what can be done about it. Order from: Channing L. Bete Co., Inc., P.O. Box 112, Greenfield, Mass. 01301.

"Handy" Guide — 16 page booklet showing 50 ways to lessen litter, noting that "hands alone cause litter; only hands can prevent it." Order from: National Soft Drink Association, 1128 Sixteenth Street, N.W., Wash., D.C.

Bumper Strips And Signs

Cars and Trucks

1. Car Bumper Strip — Red and blue Dayglo strip. Slogan: Keep America Beautiful, Don't Be a Litterbug! (Size 4"x15") Estimates for custom-made designs upon request. Order from: Green Duck Co., 1520 W. Montana St., Chicago, Ill. 60614.

2. Car Bumper Strip — 3-color Dayglo strip. Slogan: "Howdy says, Have good outdoor manners. Keep our city clean." (Size: 4½"x9") May be imprinted. Order from: The Pennsylvania Forestry Association, P.O. Box 1927, 813 Market St., Harrisburg, Pa. 17105.

3. Car Bumper Strip — 5-color vinyl-plastic bumper strip; self-adhesive. Slogan: "Don't Be a Litterbug! Help

Keep Our Community Clean." (Size: 3"x12") Order from: National Industries, 377 Broadway, New York, N.Y. 10013)

4. **Truck Bumper Emblem** — Red and white Scotchlite truck emblem. Slogan: "Keep America Beautiful" (Size 12"x18") Order from: Larstan Processing Co., Inc., 32-02 Queens Blvd. Long Island City, N.Y. 10001.

5. **Truck Bumper Barricade** — Red, white and blue Scotchlite strip. Slogan: "Keep America Beautiful" (Size 1"x3') *Sponsor imprint available. Order from: Larstan Processing Co., Inc., 32-02 Queens Blvd. Long Island City, N.Y. 10001.

6. **Truck Sign** — Red, white and blue sign of weather-resistant reflective material. Pressure-sensitive backing for easy installation. Slogan: "Litter costs you tax \$\$\$." Help us keep America clean and beautiful." (Size: 18"x36") Order from: Ralph G. Mais, 175 Marine St., Farmingdale, L.I., N.Y. 11735.

Posters and Signs

Litterbug Cartoon Poster — Red and white poster on heavy card stock. (Size: 11"x14") Order from: Keep America Beautiful, Inc.

Autobug Cartoon Poster — Blue and white poster on medium-weight paper stock. (Size 8½"x11") Order from: Keep America Beautiful, Inc.

Litterbug Steel Enamel Sign — Litterbug design in red, black, green and yellow on white enamel background. Copy reads: "Keep Our Community Clean." This same sign is also available in self-sticking vinyl-plastic. (Size: 12"x18") Order from: National Industries, 305 Broadway, New York, N.Y. 10017.

"Howdy" Signs & Posters — 6-color baked enamel sign featuring "Howdy." Slogan: "Stash that trash. Howdy says, Keep America Beautiful. Have good outdoor manners." Same design is also available in a self-adhesive poster. (Size: 18"x24") Order from: The Pennsylvania Forestry Association, P.O. Box 1927, 813 Market St., Harrisburg, Pa. 17105.

*"Fight Litter" signs and posters, endorsed by KAB. In red, white and blue. For trucks, cars, store doors and windows, vending machines. (Sizes: 11"x14", 5"x7", 3"x6", 3"x4½", 1½"x2".)

Order from: William A. Wickham, General Counsel, State Chamber of Commerce, 215 S. Washington Street, Lansing, Mich.

*(Recommended by USBA to brewer and associate members.)

Stickers & Labels

Autobug Cartoon Sticker — Blue and white gummed sticker. Same design as autobug poster. (Size: 3"x4") Order from: Keep America Beautiful, Inc.

Litterbug Label — Round label which adheres to any surface without moisture or glue. Printed in red and blue on white. (Size: 3" diameter) Order from: Allen Hollander Co., 385 Gerard Ave., Bronx, N.Y. 10451.

Litterbug Sticker — 5-color vinyl-plastic sticker; self-adhesive. (Size: 3"x6") Order from: National Industries, 305 Broadway, New York, N.Y. 10017.

*"Fight Litter" sticker, endorsed by KAB. In red, white and blue; various sizes. Order from: William A. Wickham, General Counsel, State Chamber of Commerce, 215 S. Washington Street, Lansing, Mich.

*(Recommended by USBA to brewer and associate members.)

Buttons

Pin-On Button — Red, white and blue metal button featuring "Keep America Beautiful" emblem. (Size: 1" diameter) Order from: Green Duck Co., 1520 W. Montana St., Chicago, Ill. 60614.

Fold-Over Tab-Button — Red, white and blue metal fold-over tab-button featuring litterbug design. Slogan: "Keep America Beautiful. Don't Be a Litterbug." Personalized tabs available. Order from: Green Duck Co., 1520 W. Montana St., Chicago, Ill. 60614.

Miscellaneous

Parking Meter Planter — Wrought-iron planter may be slipped over single or double meter head and fastened by set screws. Order from: Bartone Welding & Ornamental Iron Works, 1228 E. 26th St., Erie, Pa. 16504.

Public Ash Tray — Aluminum ash tray mounted on pipestand to be imbedded in sidewalk. Ash tray measures 15 inches in diameter across top; stands 33 inches above sidewalk. Order from:

Donnelly, Blanthorn & Co., Inc. 727-729 Washington St., New York, N.Y. 10014.

Matchbook Cover — Red, white and blue matchbook cover features "Keep America Beautiful" slogan with space below for personal imprint. Back cover features a cartoon and proper disposal message. Order from: Maryland Match Co., 10100 Reistertown Road, Owings Mills, Md. 21117.

Key Tag — Plastic key tag (assorted colors) with metal chain. One side features litterbug design, second side has slogan, "Every litter bit hurts!" Second side may be imprinted with message or special emblem. (Tag size: 1½" diameter) Order from: Ernest W. Loew Co., 312 Marshall Drive, Erie, Pa. 16505.

Desk Calendar — Plastic desk calendar with slip-in picture. (Picture slides up and out to remove.) Calendar features "Don't be a litterbug! Keep America Beautiful" slogan on panel above month. (Size 7½"x3¼") Packaged in gift mailing box. Order from: Ernest W. Loew Co., 312 Marshall Drive, Erie, Pa. 16505.

"Litterbug" Playing Cards — Plastic-coated playing cards feature litterbug design on back. Two decks in contrasting colors packaged in transparent plastic box that is reusable as a card tray. Order from: Oleet Playing Card Co., 60 Claremont Place, Mt. Vernon, N.Y. 10552.

School Book Cover — Red, white and blue school book cover of heavy coated paper, may be folded to fit books of various sizes. Front cover features "Keep America Beautiful" slogan printed over scenic photo; back cover illustrates ways students may help prevent litter. Order from: The Colad Co., Inc., 701 Seneca St., Buffalo, N.Y. 14210.

Litterbags

Bemis Company, Inc., Cellow Vision Plant (Mr. Cedric Clark) 2223 49th Avenue North, Minneapolis, Minnesota — makes a plastic litterbag like the one used by Owens-Illinois.

Brown & Bigelow, 1286 University Avenue, St. Paul, Minnesota 55104 — makes several types of vinyl plastic litterbags.

Chase Bag Company, 355 Lexington Avenue, New York, N. Y. — makes the fabric litterbag used by National Brewing Company. Also makes a polyethylene litterbag with a draw-string closure.

The Crest Manufacturing Company, 22940 Lahser Road, Southfield, Michigan — makes a heavy plastic litter basket with weighted base that may be used either on a flat surface or over the hump of car floor.

Detroit League For The Handicapped, Inc. (a non-profit public service organization), John C. Sullivan, Director of Vocational Services, 1401 Ash Street, Detroit, Michigan 48208 — makes blue denim bag with litterbug cartoon and slogan in white ink on front. Has denim handle for hanging.

Jack Niesi Sales Co., Inc., 1562 Richmond Road, Staten Island, N. Y. 10304 — makes a polyethylene plastic litter basket (similar to the one used by Keep Maryland Beautiful) with adjustable metal clamp that attaches to right side panel under dashboard; also produces the weighted base type.

International Paper Company, 220 East 42nd Street, New York, N.Y. — makes a standard wet strength bag with stock cut printed litter-prevention message and design. Also makes another type kraft paper litterbag with adhesive tap tab and/or hole for hanging.

Noteworthy Company, 100 Church Street, Amsterdam, New York, 12010 — makes white kraft and poly-plastic litterbags, with cut-out hanging device. (Also makes the Lassie litterbag.)

Ronnie Packaging Company, 4301 New Brunswick Avenue, South Plainfield, New Jersey 07080 — makes white kraft paper litterbags with pressure sensitive tape or thumb-cut for attaching.

Vogt Manufacturing Corp., 100 Fernwood Avenue, Rochester, N.Y. 14610 — makes a litterbag of auto upholstery vinyl in assorted colors. Reverse side of bag carries a red distress signal.

Keep America Beautiful, Inc.

Keep America Beautiful, Inc. is a national non-profit, non-partisan, public service organization which was formed in 1953 to combat the growing problem of litter.

KAB is devoted to the preservation and improvement of America's scenic beauty — both rural and urban — and conducts a continuous program of public education to stimulate individual responsibility and pride in clean, safe, healthful and attractive surroundings. It encourages volunteer citizen groups to work in close cooperation with government officials to prevent litter.

KAB is guided by an Advisory Council that includes representatives of five Federal departments and more than 60 of the nation's leading civic, service and professional organizations.

The litter prevention organization is financed by business and industry, labor unions and trade associations, representing nearly every major industrial category.

Through the U.S. Brewers Association, the brewing industry has been an active supporter of Keep America Beautiful, Inc. since its inception.

KAB's office is at 99 Park Avenue, New York, N. Y. 10016. The telephone number is 682-4564.

MODEL STATE LITTER CONTROL ACT

AN ACT to define, control and prohibit the littering of public and private property, and to provide a penalty therefore.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF

Section 1. It is the intention of the Legislature by this act to provide for uniform prohibition throughout the state of any and all littering on public and private property, and to curb thereby the desecration of the beauty of the state and harm to the health, welfare and safety of its citizens caused by individuals who litter.

Section 2. It is unlawful for any person or persons to dump, deposit, throw or leave, or to cause or permit the dumping, depositing, placing, throwing or leaving of litter on any public or private property in this state, or any waters in this state, unless - -

- (1) such property is designated by the state or by any of its agencies or political subdivisions for the disposal of such material, and such person is authorized by the proper public authority to use such property;
- (2) into a litter receptacle or container installed on such property;
- (3) he is the owner or tenant in lawful possession of such property, or has first obtained consent of the owner or tenant in lawful possession, or unless the act is done under the personal direction of said owner or tenant.

Section 3. The term "litter" as used herein shall mean all rubbish, waste material, refuse, garbage, trash, debris or other foreign substances of every kind and description.

Section 4. The phrase "public or private property" as used herein shall include, but not be limited to, the right-of-way of any road or highway; any body of water or watercourse or the shores or beaches thereof; any park, playground, building, refuge or conservation or recreation area, and any residential or farm properties or timberlands.

Section 5. Any person violating the provisions of section 2 of this act is guilty of a misdemeanor, subject to fine or imprisonment

(r)

ment, or both, as in the case of misdemeanors, and, in lieu thereof, in the sound discretion of any court in which conviction is obtained, may be directed by the judge to pick up and remove from any public street or highway or public and private right-of-way, or public beach or public park, or, with prior permission of the legal owner or tenant in lawful possession of such property, any private property upon which it has been established by competent evidence that he has deposited litter, any and all litter deposited thereon by anyone prior to the date of execution of sentence.

(2) Section 6. Whenever litter is thrown, deposited, dropped or dumped from any motor vehicle, boat, airplane or other conveyance in violation of section 2 hereof, the operator of said conveyance shall be deemed prima facie to have violated this act.

(3) Section 7. All law enforcement agencies, officers, and officials of this state or any political subdivision thereof, or any enforcement agency, officer or any official of any commission of this state or any political subdivision thereof, are hereby authorized, empowered and directed to enforce compliance with this act.

Section 8. All public authorities having supervision of properties of this state are authorized, empowered and instructed to establish and maintain receptacles for the deposit of litter at appropriate locations where such property is frequented by the public, and to post signs directing persons to such receptacles and serving notice of the provisions of this act, and to otherwise publicize the availability of litter receptacles and requirements of this act.

Section 9. This act shall be known as the Litter Control Law.

Section 10. If any provision of this act, or its application to any person or circumstance is held invalid, the remainder of the act, or the application of the provision to other persons or circumstances is unaffected.

Section 11. This act shall become effective at the commencement of the calendar year next succeeding the year of its passage.

Roger,

It seems to me
that this model legislation
covers much of what you
wanted 1157 to be extended
to cover.

You wanted three amendments:
(1) mandatory \$100
(2) Driver held responsible
(3) Law w/o exception.

See what you think!

AW



Roger -
You should call Senator Canfield
in the Wash. legislature about SB
333 or 334. (litter bills). Also ask
Canfield about a proposed joint Ore-Wash
Committee to study this general problem
over the next two years.

Representative Martin -

Here is a model act on
litter control which has in it
the features you mentioned. I
think it is legally sound except
for possible problems with Sec. 8.
You may want to have leg.
counsel look at it.

Dick Allen

18 FEBRUARY 69

PAUL : PLEASE BUST A GUT TO SEE THAT
PRINCE HELFRICH IS ONE OF THE
FIRST TO TESTIFY.

RICH

PROPOSED TESTIMONY IN STATE AND FEDERAL AFFAIRS ON HB 1157

(NOTE : ALL OF THESE PEOPLE MAY NOT BE IN ATTENDANCE, BUT
ALL BUT TWO, OR AT MOST THREE, WILL BE)

THEME	BY	ADDRESS AND PHONE
RIVERS AND BANKS	PRINCE HELFRICH	RAIL CREEK RANCH VIDA, OREGON 503 / 822-3529
WILD AREAS ACCESS	CORNELIUS LOFGREN	255 ALICE AVENUE SOUTH SALEM, OREGON 97302 503 / 363-6006
MOUNTAINS	CARLISLE ROBERTS	1740 FIR SOUTH SALEM, OREGON 97302 503 / 363-9043
AGRICULTURE	LES PEARMINE	ROUTE 1 GERVAIS, OREGON 503 / 364-3122
THE WORLDWIDE STRUGGLE	ROD STUBBS	1740 PARK N.E. SALEM, OREGON 97301 503 / 581-5595
OUTDOOR CLUBS POSITION	LAWRENCE WILLIAMS	1465 - 27TH (206) MILWAUKIE, OREGON 97222 503 / 659-4816
PUBLIC AREAS LITTER DIVING RECREATION	CHARLES GALE	R3 - B721A SALEM, OREGON 97302 585-4591
- EDUCATION DIFFICULTIES	LUTHER JERSTAD	9920 SW TERWILLIGER PORTLAND, OREGON 503 / 246-9830
LEGAL DIFFICULTIES	LOUIS BONNEY	1150 - 14TH NE SALEM, OREGON 97301 503 / 364-3504
SCIENTIFIC DIFFICULTIES	JUNE HAUGER	1445 CITY VIEW PLACE ALBANY, OREGON 503 / 926-4185
WILDLIFE FEDERATION	WILLIAM ANDERSON	1865 NE 129TH PLACE PORTLAND, OREGON 97230 503 / 252-4165
ECONOMIC URGENCY	RICH CHAMBERS	R3 - B754B SALEM, OREGON 97302 503 / 362-5815



REP. ROGER MARTIN
 REP. CARROL HOWE
 REP. FLOYD HART
 REP. NORMAN HOWARD
 REP. ANTHONY MEEKER
 REP. WALLY PRIESTLEY
 REP. JACK RIPPER
 REP. DONALD STATHOS
 REP. HOWARD WILLITS

PAGE 1 OF 5

29 MARCH 69

FROM : RICH CHAMBERS
 R3 - B754B
 SALEM, OREGON 97302

RE : HB 1157 THE BOTTLE BILL, UNDER CONSIDERATION BY YOUR STATE AND FEDERAL AFFAIRS COMMITTEE AT THIS TIME.

Pro
 I AM ON THE AFFIRMATIVE SIDE OF THIS MEASURE, AND WOULD LIKE TO ASK FOR A "DO PASS" FROM THE COMMITTEE AND THE HOUSE OF REPRESENTATIVES, 1969 SESSION.

AS IT HAS WORKED OUT I HAVE NOT TESTIFIED AT EITHER HEARING, AND I WOULD LIKE TO SUMMARIZE MY PROPOSED TESTIMONY FOR YOU HERE, AS WELL AS THE TESTIMONY OF THE THREE OTHER PERSONS ON THE AFFIRMATIVE THAT DID NOT GET TO BE HEARD FROM.

MY OWN TESTIMONY HAD TO DO WITH THE ECONOMICS OF THE ENTIRE IDEA, SINCE I AM A BUSINESSMAN MYSELF AND ECONOMIC CONSIDERATIONS ARE ALMOST ALWAYS PARAMOUNT IN AMERICA AT THIS TIME.

AT THE HEART OF THE ENTIRE ECONOMIC LOOK AT HB 1157 IS THE SIMPLE QUESTION OF WHETHER IMPLEMENTATION OF THE BILL, AND ELIMINATION OF CONTAINERS WITHOUT AN INTRINSIC VALUE, WOULD REDUCE THE CONSUMPTION OF BEER OR SOFT DRINKS. THIS IS PERHAPS A QUESTION FOR YOU TO DECIDE, SINCE YOU UNDOUBTEDLY CONSUME THESE LIQUIDS. IF YOU WOULD BUY LESS, AND YOU FEEL THE PUBLIC WOULD BUY LESS, THEN THE INDUSTRY, AND BY THIS I MEAN THE ENTIRE INDUSTRY FROM BOTTLE AND CAN MANUFACTURERS TO BREWERS AND BOTTLERS, DISTRIBUTORS AND RETAILERS, WOULD BE ADVERSELY AFFECTED BY IMPLEMENTATION OF HB 1157.

Would not reduce consumption

I DID NOT HEAR ANY TESTIMONY THAT THIS WOULD BE THE CASE, AND I WOULD LIKE TO POINT OUT THAT IN FRANCE, WHERE MORE WINE THAN MILK, (AND POSSIBLY WATER), IS CONSUMED, THERE ARE, FOR THE ENTIRE DOMESTIC WINE PROCESS, JUST TWO CONTAINERS USED, (DIFFERENT SIZES), NO CHANGES ARE CONTEMPLATED, AND LITTER OR SOLID WASTE DISPOSAL ARE NOT PROBLEMS.

THE RETAIL ECONOMICS ARE NOT TOO COMPLICATED. WHEN HARASSED MOST RETAILERS WILL COMPLAIN ABOUT SORTING THE RETURNS, EVEN AS YOU AND I COMPLAIN ABOUT TAXES, BUT I BELIEVE THE REASON THERE WERE NO RETAILERS TESTIFYING AGAINST HB 1157 IS THAT TRAFFIC AND IMPULSE BUYING ARE THE KEY TO MODERN RETAILING, AND FOR EVERY KID THAT COMES IN ASKING FOR HIS PENNIES THERE ARE A GREAT NUMBER OF ADULTS AND YOUNG ADULTS THAT COME BACK TO BUY SOMETHING WITH THE PROCEEDS, AND ALMOST INEVITABLY BUY MORE THAN THE VALUE OF THE RETURNABLES.

Follow

BOTTLING AND CANNING ECONOMICS ARE ALSO QUITE SIMPLE. NEW CONTAINERS, GLASS OR METAL, RETURNABLE OR NON-RETURNABLE, HAVE TO GO THROUGH THE SAME WASHING PROCESSES, AND TAKE THE SAME AMOUNT OF INVESTMENT OR EQUIPMENT.

THEN ON TO THE ECONOMICS OF THE BOTTLER OR BREWER. TESTIMONY ON THIS WAS PERHAPS A BIT CONTRADICTORY, BUT IT DOES APPEAR THAT A BOTTLER OR BREWER SHOULD, AND PROBABLY DOES, MAKE HIS PROFITS FROM THE SALE OF THE INGREDIENTS WITHIN THE CONTAINER, AND NOT THE CONTAINER ITSELF AND - MOST PARTICULARLY IF IT WERE UNIFORM STATEWIDE PER HB 1157 - HE WOULD SURELY BE BETTER SERVED BY A CHARGE-DEPOSIT RE-USE OF A RETURNABLE CONTAINER THAN BY A NO-RETURN CONTAINER THAT COST, (INDUSTRY ESTIMATE), HALF AS MUCH BUT MADE ONLY ONE TRIP. LOOKING AT IT FROM A STRAIGHT OREGON SITUATION, IT WOULD SEEM THAT A BOTTLER OR BREWER WOULD BE BENEFITED BY THE RELATIVE SHORT DISTANCE HIS CONTAINERS WOULD HAVE TO TRAVEL TO BE RECYCLED, AND THUS OREGON BEVERERS AND BOTTLERS WOULD HAVE SOME FREIGHT ADVANTAGE.

IN THIS CONNECTION, IT MIGHT BE OF INTEREST TO YOU TO KNOW THAT IN EXCESS OF 95% OF THE BEER CONSUMED IN THE THREE PACIFIC COAST STATES IS PRODUCED IN THE THREE WESTERN STATES. MILWAUKEE MAY HAVE BEEN MADE FAMOUS, BUT THE BARLEY AND HOPS COME FROM OREGON AND THE WATER FROM THE HIGH SIERRAS. THE SAME TRUCKS THAT BRING THE BEER UP FROM LOS ANGELES OR DOWN FROM PUGET SOUND CAN TAKE BACK, (AND DO TAKE BACK), THE RETURNABLES.

SIMILARLY, WELL OVER 95% OF THE SOFT DRINKS CONSUMED IN OREGON ARE PRODUCED IN OREGON.

WITH TONGUE ONLY A LITTLE WAY OUT IN MY CHEEK, I WOULD LIKE TO SUBMIT THAT THE ECONOMIC ADVERSITIES VISITED ON OREGONIANS BY CUTBACK ON NEED FOR GLASS BLOWERS AND ALUMINUM POT LINE TENDERS AND CAN MAKERS MIGHT BE SOLVED, TO THE ECONOMIC BETTERMENT OF THE ENTIRE STATE, BY PASSING HB 1157 AND THEN PENALIZING EVERY SINGLE MAN LAYED OFF AS A RESULT OF PASSAGE OF THE MEASURE. IT COSTS 30¢ IN THIS STATE EVERY TIME A PUBLIC EMPLOYEE BENDS OVER TO PICK UP, (AND FINALLY DISPOSE OF), THE CONVENIENCE CONTAINERS THESE PEOPLE PUT FORTH. BY JANUARY 1, 1971, IF PRESENT TRENDS CONTINUE, THIS WILL PROBABLY BE CLOSER TO 50¢.

THE FINAL ECONOMIC CONSIDERATION I WOULD LIKE TO DISCUSS IS THE METAL CONTAINER. IT SHOULD BE BROUGHT TO YOUR ATTENTION THAT THERE IS NO SPECIFIC PROHIBITION IN HB 1157 AGAINST ANY TYPE OF CONTAINER THAT HAS A RETAIL REFUND VALUE, (PER AMENDMENT PROPOSED 3 MARCH), OF FIVE CENTS. THUS THERE IS NO REASON WHY THE METAL INDUSTRY CANNOT CHARGE AND REFUND FIVE CENTS TO REMELT AND THUS RECYCLE, OR - MORE TO THE POINT - DEVELOP A TRULY REUSABLE METAL CONTAINER. IF YOU WILL RECALL, THIS WAS WHAT THE CAN INDUSTRY WAS VERY CLOSE TO WITH THE ORIGINAL CROWN CAN OF THE EARLY FORTIES.

IN ANY CASE, THERE WOULD BE NO REASON FOR THE METAL INDUSTRY TO MAKE ANY EFFORT IN THIS DIRECTION UNLESS A MEASURE LIKE HB 1157 WERE MADE LAW; EVEN AS NO ELECTRONIC PRECIPITATORS OR WATER TREATMENT DEVICES WERE DEVELOPED BY THE PAPER INDUSTRY OF ITS OWN VOLITION. LAWS HAD TO BE PASSED SEEKING AND REQUIRING REDUCTIONS OF HARMFUL EMISSIONS.

BUT LET US ASSUME THAT OREGON'S CONSUMPTION IS INSUFFICIENT, BY ITSELF, TO ATTRACT THE RESEARCH FACILITIES OF U.S. STEEL, REYNOLDS METALS, HARVEY, ALCOA OR BETHLEHEM, AND THAT THE CANNERS IN OREGON DECIDE NOT TO OFFER A REFUND THUS, UNDER HB 1157, STOP CANNING IN OREGON. WHO WOULD BE EFFECTED, AND HOW MUCH ?

ACCORDING TO THE OLCC THERE IS BUT ONE BREWER IN OREGON, BLITZ-WIENHARD COMPANY OF PORTLAND, AND BLITZ SELLS A CERTAIN PART OF THEIR OUTPUT IN CANS. THERE ARE A NUMBER OF REASONS WHY BLITZ-WEINHARD DID NOT TESTIFY, OR HAVE ANYONE SPEAKING IN THEIR BEHALF, AT EITHER HEARING, BUT ONE OF THESE IS THAT DUE TO LOWER CASE WEIGHT FOR SHIPPING A VERY SUBSTANTIAL PART OF BLITZ' PRODUCTION OF CANNED BEERS GOES TO THE NEIGHBORING STATES OF WASHINGTON, IDAHO, NEVADA AND, (PARTICULARLY), CALIFORNIA. THERE IS IN HB 1157, OF COURSE, NO PROHIBITION WHATSOEVER AS TO CANNING OR SHIPPING OF BEER IN NON-RETURNABLES.

ACCORDING TO THE OREGON STATE AGRICULTURE DEPARTMENT, THERE ARE, IN MARCH, 1969, BUT TWO SOFT DRINK CANNERS IN THE STATE OF OREGON. ONE IS THE COCA-COLA BOTTLING COMPANY OF ~~EUROPE~~, A RELATIVELY SMALL OPERATION. IF HB 1157 PASSED THEY WOULD HAVE UNTIL 1 JANUARY 1971 TO MAKE OTHER ARRANGEMENTS IF THEY CHOSE NOT TO OFFER A FIVE CENT RETAIL REFUND VALUE FOR THEIR CANNED OUTPUT.

THE OTHER CANNER IS SHASTA DIVISION OF CONSOLIDATED FOODS, HOME OFFICE NEW YORK, PLANT IN PORTLAND, FORMERLY PORTLAND CUSTOM PACKERS. THIS FIRM CANS SOFT DRINKS IN PORTLAND FOR DISTRIBUTION FROM PORTLAND TO : SOUTHEAST ASIA, ALASKA, WASHINGTON, CALIFORNIA NORTH OF SAN FRANCISCO, IDAHO, UTAH, MONTANA, WYOMING, THE DAKOTAS, OKLAHOMA AND TEXAS. THEIR OREGON BUSINESS, AGAIN ASSUMING NO REFUND VALUE FOR METAL CONTAINERS BY 1 JANUARY 1971, WOULD NOT PUT MUCH OF A CRIMP IN THEIR OVERALL BUSINESS.

SHOULD HB 1157 NOT PASS, SHOULD THE AMERICAN "CONVENIENCE" PREOCCUPATION CONTINUE, THERE WOULD, WITHOUT DOUBT, BE MORE CANNERS IN OREGON BY THE NEXT SESSION OF THE LEGISLATURE, AND WITH NO DEMANDS UPON THE CONTAINER INDUSTRY TO DO MORE THAN HAND OUT LITTER BAGS NOW AND AGAIN, THERE WOULD BE MORE CANNERS IN OREGON BY 1971 AND THE ENTIRE PROBLEM WOULD BE GREATER.

THIS WAS THE REAL THEME OF MY PROPOSED TESTIMONY. THE NEED FOR RECYCLING IS NOW, BUT IT IS A PROBLEM THAT WILL ACCELERATE AT A RATE SO RAPID THAT WE WILL NOT BE ABLE TO HANDLE IT UNLESS ACTION IS TAKEN NOW. I WOULD LIKE TO ASK YOU TO CONSIDER WHAT HAS HAPPENED TO SOME OF YOUR FAVORITE PLACES IN THE PAST TWO YEARS.

IT MIGHT BE OF SOME INTEREST TO YOU TO KNOW BY WHAT MEANS AN ORDINARY BUSINESSMAN, BORN IN SALEM, EDUCATED IN OREGON, WOULD GET A FIERCE HANG-UP ON THE SOLID WASTE PROBLEM.

SINCE RETURNING TO SALEM AFTER WW II MY HOBBIES HAVE BEEN WHITE WATER BOATING AND MOUNTAIN CLIMBING. I FIRST VISITED THE GRAND CANYON WHEN AN ADOLESCENT, AND WAS THERMENDOUSLY IMPRESSED, BUT IT WAS NOT UNTIL 1954, WHEN THREE OF US FROM SALEM DECIDED TO MAKE A "REVERSE MOUNTAIN CLIMB" ACROSS THE GRAND CANYON, (DOWN FIRST AND UP LATER, REAL DIFFERENT, BELIEVE ME), THAT I WAS REALLY EXPOSED TO THE AREA, AND DECIDED TO SEE IT FROM THE WATER.

WITH A GREAT DEAL OF BOATING BACKGROUND ON FAST WATER IN THE NORTHWEST, I QUALIFIED AS A BOATMAN FOR THE GRAND TRIP, AND WHEN I FIRST RAN IT IN 1955 THERE HAD STILL BEEN FEWER THAN 200 PERSONS MAKE THE TRIP. I RAN THE ENTIRE CANYON AGAIN IN 1958 AND 1962, PREVIOUS TO THE COMPLETION OF GLEN CANYON DAM, WHICH CONTROLS WATER FLOW THROUGH THE CANYON COMPLETELY, SINCE VIRTUALLY NO TRIBUTARIES ENTER THE COLORADO IN THE GRAND CANYON AREA.

IN JUNE, 1968, I MADE MY FOURTH TRIP THROUGH THE CANYON. DURING THIS SEASON OF 1968 PASSENGER CARRYING REVENUE THROUGH THE COLORADO RIVER, GRAND CANYON SEGMENT, WAS IN EXCESS OF ONE MILLION DOLLARS, THUS PROBABLY IN THE NEIGHBORHOOD OF 3,500 PERSONS WENT DOWN THE RIVER IN THIS ONE SEASON ALONE.

GENTLEMEN OF THE STATE AND FEDERAL AFFAIRS COMMITTEE, I WOULD HAVE BEEN APPALLED AT CONDITIONS THERE HAD I NEVER BEEN ON THE GRAND CANYON TRIP BEFORE, BUT TO SEE WHAT FOURTEEN YEARS OF HUMAN-CAUSED DETERIORATION, ABETTED BY THE FACT THAT THE CONTROLLED RIVER COULD NOT "FLUSH" THIS VAST TOILET, WAS A REVELATION THAT WILL COME TO YOU, INDIVIDUALLY, MUCH SLOWER, BUT WILL SURELY COME TO YOU.

PARDON MY APOCALYPTIC ATTITUDE, BUT I HAVE HAD IT SHOWN TO ME THAT MAN NOW HAS IT WELL WITHIN HIS GRASP TO "DO IN" THIS PLANET WITHOUT NUCLEAR FISSION, TNT OR GUNPOWDER.

IN THIS CONNECTION I WOULD LIKE TO SAY THAT I FEEL LITTER, THOUGH UNDOUBTEDLY A TERRIBLE PROBLEM, HAS, LIKE EVERY CLOUD, A SILVER LINING. IT SHOULD SERVE NOTICE ON HUMANITY THAT THE SOLID WASTE PROBLEMS HAVE TO BE WORKED ON; THE TRENDS HAVE TO BE REVERSED.

I WOULD LIKE TO HAVE YOU REALIZE THAT BIG METROPOLITAN AREAS ARE ALREADY FAST REALIZING, AND OREGON WILL EARLY ON RECOGNIZE, THAT THERE IS A VERY REAL, EXCRUCIATINGLY REAL PROBLEM, QUITE SIMPLY STATED, IN "WHAT TO DO WITH IT". NO SENSE BELABORING THE FACT THAT POPULATION IS VIRTUALLY UNCHECKED BUT THE SIZE AND VERY COMPLICATED INTER-RELATIONSHIPS OF THIS GLOBE WILL NOT STAND FOR DRASTIC MOVES ON THE PART OF MAN.

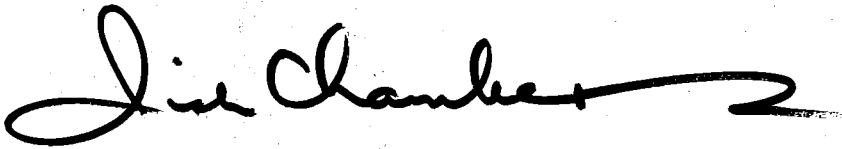
MAN, THEREFOR, HAS TO CAREFULLY REGULATE HIS ACTIONS TO GET IN TUNE AND STAY IN TUNE. JUST AS THE SANDS OF THE MIDDLE EAST COVER A LOT OF CIVILIZATIONS THAT THOUGHT THEY WOULD GO ON FOREVER, THE ROCKS OF OUR MIDWEST REVEAL THE BONES OF ANIMALS THAT WEREN'T IN TUNE.

SO MUCH FOR PHILOSOPHY, AND MY HANG-UP.

IN THE BLACK HOLE OF CALCUTTA, (READ ROOM 105, CAPITOL), IT MUST SURELY BE HARD TO MAKE MEANINGFUL DECISIONS ABOUT WEIGHTY PROBLEMS LIKE LITTER, SOLID WASTE DISPOSAL, AND THE PRESENT AND FUTURE NEEDS OF YOUR CONSTITUENTS, BUT I WOULD LIKE TO ASK YOU TO TAKE A LONG, LONG LOOK AT THE INTENT AND PROBABLE EFFECT OF HB 1157. I FEEL SINCERELY THAT RECYCLING OF BEER AND SOFT DRINK CONTAINERS IS ONE STEP, ONE SMALL STEP, IN MAKING IT EASIER FOR PEOPLE TO LIVE FAIRLY HAPPILY WITH ONE ANOTHER IN THE DIFFICULT YEARS AHEAD.

CALL IT, BECAUSE IT IS, ANTI-POLLUTION LEGISLATION ON A SCALE FAR GREATER THAN ANY PROPOSED TO DATE. CALL IT PROGRESSIVE SOCIAL LEGISLATION, IN THE OREGON TRADITION, BECAUSE THAT IS WHAT IT IS.

SINCERELY,



RICH CHAMBERS
R3 - B754B
SALEM, OREGON 97302

Mrs Pat Henne - Legislation Chairman for
10102 N. James St. - representing
Portland Ore 97203 State Federation of Garden Clubs
Portland Dist #1 -
Mrs Carl Krauspe. ~~Dist Dir~~
District Director

We are very much in favor of
House Bill 1157

WILLIAMS, SKOPIL, MILLER & BECK
ATTORNEYS AT LAW
NINTH FLOOR, CAPITOL TOWER
SALEM, OREGON 97301

April 3, 1969

Representative Roger E. Martin
State and Federal Affairs Committee
State of Oregon
Salem, Oregon 97310

Re: House Bill No. 1157

Dear Representative Martin:

I am writing to you in reference to House Bill No. 1157 which was recently considered in open hearing by you and your committee. We were recently present at the hearing with our client, Mr. William P. Trowbridge of Owens-Illinois, who spoke on the pending legislation. We felt many pertinent questions were raised, particularly by yourself, in reference to law enforcement as it relates to the problems debated and considered in hearings on Bill No. 1157.

I am enclosing a copy of a bill presented to the legislature in the State of Washington which we feel is realistically drawn and applicable. We hope you would find this suggested legislation enlightening in this regard and that it might provide a source of legislation to be initiated by yourself.

Thank you for your consideration of and interest in this letter.

Sincerely yours,

WILLIAMS, SKOPIL, MILLER & BECK

BY:

Bruce W. Williams
and
Rodney W. Miller

RWM:pc
Encl.

Re: HB 1157

HOUSE BILL NO. 830

State of Washington
40th Regular Session

By Representatives Whetzel, Bottiger
and Clark (Newman H.)

Read first time February 17, 1967, and referred to Committee on
Judiciary.

1 AN ACT Relating to crimes and punishments; prohibiting littering on
2 public and private property; repealing section 1, chapter 36,
3 Laws of 1909, as amended by section 1, chapter 73, Laws of
4 1931, and RCW 9.61.120; repealing section 2, chapter 52, Laws
5 of 1965 extraordinary session and RCW 46.61.650; adding new
6 sections to chapter 36, Laws of 1909 and to chapter 9.61 RCW;
7 and prescribing penalties.

8 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

9 NEW SECTION. Section 1. The following acts or parts thereof
10 are each hereby repealed:

11 (1) Section 1, chapter 36, Laws of 1909, as amended by sec-
12 tion 1, chapter 73, Laws of 1931, and RCW 9.61.120;

13 (2) Section 2, chapter 52, Laws of 1965 extraordinary session
14 and RCW 46.61.650.

15 NEW SECTION. Sec. 2. There is added to chapter 36, Laws of
16 1909 and to chapter 9.61 RCW a new section to read as follows:

17 No person shall put or place, cause to be put or placed, de-
18 posit or throw upon any public or private property, including any
19 square, lane, alley, public bathing place, public park, or the ap-
20 proaches thereto, or any other place, or into any inland or tidal
21 waters, or on the banks adjacent thereto any litter, junk, garbage,
22 rubbish, cans, scrap metal, glass, crockery, bottles, old automo-
23 biles or parts thereof, or similar refuse, except in proper contain-
24 ers placed for rubbish or garbage collection or removal, except in a
25 public dump.

26 NEW SECTION. Sec. 3. There is added to chapter 36, Laws of
27 1909 and to chapter 9.61 RCW a new section to read as follows:

1 The phrase "public or private property" shall include, but is
2 not limited to, the right-of-way of any road, highway, any body of
3 water or watercourse or the shores or beaches thereof; any park,
4 playground, building, refuge or reservation or recreation area; and
5 any residential or farm properties or timberlands.

6 NEW SECTION. Sec. 4. There is added to chapter 36,
7 Laws of 1909 and to chapter 9.61 RCW a new section to
8 read as follows:

9 Any person violating any provision of section 2 of
10 this act shall be guilty of a misdemeanor and, upon conviction
11 thereof, shall be fined an amount not less than twenty-five
12 dollars nor more than one hundred dollars, or be imprisoned
13 not less than one day nor more than thirty days, or both. Each
14 day such violation is committed or permitted to continue after
15 notice has been given to the offending person shall constitute a
16 separate offense and shall be punishable as such. Upon conviction
17 of a person hereunder, no court may suspend the first ten dollars
18 of the minimum fine or the first day of imprisonment if no
19 fine is imposed, except that the court, in lieu of such fine
20 or imprisonment, or as a condition of suspension thereof,
21 may direct the substitution of up to four hours of litter-gathering
22 labor under the supervision of the court for each day of imprison-
23 ment.

24 NEW SECTION. Sec. 5. There is added to chapter 36, Laws of
25 1909 and to chapter 9.61 RCW a new section to read as follows:

26 Whenever litter is thrown, deposited or dropped from any motor
27 vehicle, boat, airplane or other conveyance in violation of section 2
28 hereof, the operator of said conveyance shall be prima facie respon-
29 sible for said littering.

30 NEW SECTION. Sec. 6. There is added to chapter 36, Laws of
31 1909 and to chapter 9.61 RCW a new section to read as follows:

32 All law enforcement agencies, officers and officials of this
33 state or any political subdivision thereof, and any enforcement

1 agency, officer or any official of any commission of this state or
2 any political subdivision thereof, are hereby authorized, empowered
3 and directed to enforce compliance with this statute.

4 NEW SECTION. Sec. 7. There is added to chapter 36, Laws of
5 1909 and to chapter 9.61 RCW a new section to read as follows:

6 All public authorities having supervision of public property
7 of this state or any political subdivision thereof are authorized,
8 empowered and instructed to post notice signs and otherwise to publi-
9 cize the requirements of this act. Upon all such signs and in all
10 such publicity, this act shall be referred to as the "Anti-littering
11 Law".

12 NEW SECTION. Sec. 8. There is added to chapter 36, Laws of
13 1909 and to chapter 9.61 RCW a new section to read as follows:

14 All public authorities having supervision of public property
15 in this state are authorized and empowered to establish and maintain
16 receptacles for the deposit of litter on all such property and to
17 post signs directing persons to such receptacles.

18 NEW SECTION. Sec. 9. There is added to chapter 36, Laws of
19 1909 and to chapter 9.61 RCW a new section to read as follows:

20 No state board, commission or agency shall adopt or promul-
21 gate any order, rule or regulation in aid of, or in conflict with,
22 this act, it being the intention of the legislature to meet the
23 problem of littering exclusively through legislation. No order,
24 rule or regulation shall be adopted or promulgated by any board,
25 commission or agency of the state which shall abridge or prohibit
26 the manufacture, purchase, sale or use of any product, article or
27 commodity for the purpose of regulating or prohibiting litter, as
28 herein defined, or which shall have the purpose or effect of impos-
29 ing any responsibility for littering upon any person or persons
30 other than those persons herein specified.

31 NEW SECTION. Sec. 10. If any section, sentence, clause,
32 phrase or portion of this act is for any reason held invalid or un-
33 constitutional by any court of competent jurisdiction, such portion

1 shall be deemed a separate, distinct and independent provision; and
2 such holding shall not affect the validity of the remaining portions
3 hereof.

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Oregon Wildlife Federation

RESOLUTION No. E - 1 Redemption of Beverage
Containers

WHEREAS one of the serious litter problems is the disposal
of beverage containers; and
WHEREAS this problem is aggravated by the use of disposable
containers; and
WHEREAS a major portion of this problem could be solved by an
adequate redemption fee for all such beverage containers;
and
WHEREAS such redemption fee would encourage the return of all
containers and discourage the indiscriminate disposal;
NOW, THEREFORE, BE IT RESOLVED by the Oregon Wildlife Federation
in convention assembled at Corvallis, Oregon this 19th
day of January 1969, go on record as favoring an
adequate redemption fee for all beverage containers; and
BE IT FURTHER RESOLVED that copies of this resolution be
forwarded to Governor Tom McCall and to the members
of the Oregon Legislature.

Submitted by: George Moorhead
Wayne Doughton

Action taken: Assigned to Legislative Committee
George Moorhead, Chairman
Recommendation: Do Pass.
M/S/C to concur in the recommendation

RESOLUTION No. E - 2 Prohibits Fliptop Containers

WHEREAS the countryside, beaches and rivers of the State of Oregon are becoming cluttered with fliptop containers from beverage cans; and

WHEREAS these fliptops are of aluminum and do not deteriorate; and

WHEREAS the fliptop is the cause of many personal injuries to both man and beast;

NOW, THEREFORE, BE IT RESOLVED by the Oregon Wildlife Federation in convention assembled at Corvallis, Oregon this 19th day of January 1969, go on record as favoring that all fliptop containers be prohibited from sale or use in the State of Oregon; and

BE IT FURTHER RESOLVED that copies of this resolution be forwarded to Governor Tom McCall and to the members of the Oregon Legislature.

Submitted by: George Moorhead
Wayne Doughton

Action taken: Assigned to Legislative Committee
George Moorhead, Chairman

Recommendation: Do Pass.

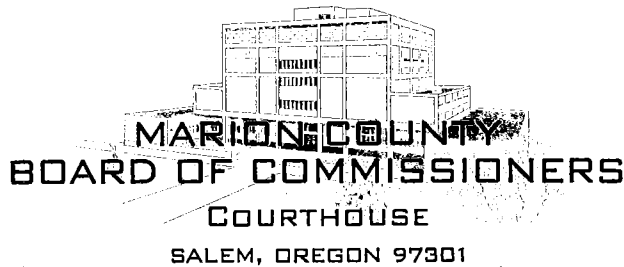
M/S/C to concur with recommendation.

COMMISSIONERS

HENRY C. MATTSON CHAIRMAN
PAT MCCARTHY
HARRY CARSON, JR.
EXECUTIVE SECRETARY
BRUCE PROSSER
LEGAL COUNSEL
DUANE R. ERTSGAARD

TELEPHONE 364-4401

AREA CODE 503



April 7, 1969

The Honorable Roger Martin
House of Representatives
State Capitol Building
Salem, Oregon 97310

Dear Representative Martin:

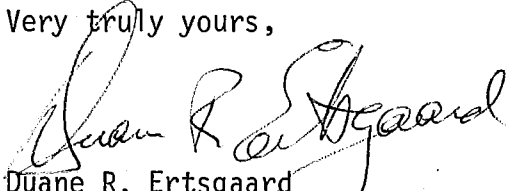
Re: House Bill 1157

I have been requested by the members of the Marion County Board of Commissioners to write to you regarding the problem which the Legislature is attempting to attack by the means of the above bill.

I am directed to advise you that the Marion County Commissioners wish to go on record as endorsing the idea behind this measure. They feel that it is imperative that some affirmative action be taken toward solving the problem created by the discarding of non-returnable containers. As you well know, these containers present a substantial problem to local authorities and no little expense to them.

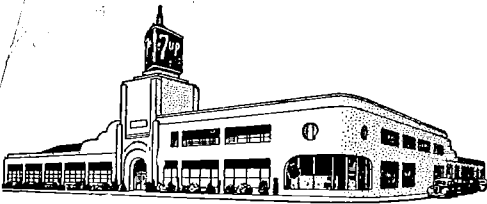
We wish to commend you for your action in this area and urge your continued leadership in attempting to arrive at a solution to this ever increasing problem.

Very truly yours,


Duane R. Ertsgaard
Marion County Legal Counsel

DRE:sc

cc: Rich Chambers
Board of Commissioners



PORTLAND BOTTLING COMPANY



PHONE 235-6623

1321 NORTHEAST COUCH STREET

PORTLAND, OREGON 97232

April 15, 1969

NB 1157

The Honorable Roger E. Martin
Chairman of the State and
Federal Affairs Committee
House of Representatives
Capitol Building
Salem, Oregon

Dear Mr. Martin:

I am enclosing for your consideration a brochure published by the National Soft Drink Association, which I believe covers the whole subject of litter better than anything developed so far.

After the public hearing on Bill 1624 yesterday, I have been in conversation with Mr. Tom Baker, Executive Vice-President of our National Association, who has given me some additional information for your consideration. A recent survey by the Glass Container Manufacturers Institute was made in five states in cooperation with their state highway commissions --Florida, Maine, Michigan, Texas and Washington. A one mile stretch of highway was considered in each case. In analyzing the survey recently, it was noted that by averaging the more than 12,000 items picked up in the five states, a one-state "composite mile" would consist of the following:

- 1652 pieces of paper, ranging from full-sized magazines down to cigarette packs and crumpled paper cups.
- 396 cans--principally beer containers.
- 254 bottles--a majority of which, but far from all would be non-returnable. In two of the five states returnable bottles actually outnumbered non-returnables in litter; in one state they were about even; and in the other two the non-returnable predominated.
- 59 assorted parts of automobiles--from spark plugs to bumpers.
- 12 bits of clothing and
- 86 miscellaneous items--including dead animals and loose change.

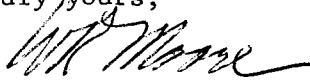
The results of this survey are not too different from those reflected in an earlier official study made along a mile of Kansas highway. Out of approximately 3000 items which were picked up,

soft drink bottles were found to account for only 130 pieces. Mr. Baker told me today that a new study is under way which is being financed by "Keep America Beautiful". They have employed an independent research firm called the "Highway Research Board of the National Research Council" to study the total litter problem in thirty major areas of the U.S.. This study commenced on October 1, 1968 and is due for completion on June 1, 1969. The first major area completed is Washington, D.C. and beer and soft drink containers in the Washington, D.C. study represented 4.6% of the total litter by count rather than the tonnage. Yesterday, I gave the figure of 10% in connection with the amount of tonnage that beer and soft drink containers represented all over the U.S.. Apparently, that figure was given to me in terms of tonnage in connection with the Glass Container Manufacturers Institute study but I cannot substantiate it now in connection with these surveys which I am quoting from.

I hesitate to bore you with continued restatements of our position but want you to know that our industry is keenly aware of the litter problem and that if House Bill 1414 is passed and does become law, we feel that we would then be in a position to really go after the educational and enforcement pursuit of this total problem and truly bring about the desired result over the next two year period.

Your continued interest and cooperation is appreciated.

Very truly yours,



W. R. Moore, Vice-President
General Manager

WRM/ml

PORTLAND BOTTLING COMPANY

Statement before the House State and Federal
Affairs Committee in support of House Bill
1157 prohibiting the sale of nonreturnable
beverage containers in behalf of the Pacific
Northwest Chapter of the Sierra.

My name is Lawrence F. Williams. I am the chairman of the
Pacific Northwest Chapter of the Sierra Club. At the last
Chapter executive meeting, a resolution was passed in support
of House Bill 1157.

The preservation of a quality environment is the principle
concern of the 71,000 members of the Sierra Club. Certainly
the bill under consideration today could be of valuable
assistance in preserving a quality environment in Oregon.

An article I read in Harper's Magazine seems to be relevant
to the issue and the point was well made in the title, "Have
Not, Waste Not, Or Nothing Succeeds Like A Mess". If that
message is correct, and I suspect it is, we have certainly
succeeded. The point is, of course, that the more affluent
a society becomes, the more disposable products it produces.

A first step in reversing this trend toward disposables
production would be the enactment of this piece of legisla-
tion. Legislation which is directed at the reduction of
"discard pollution" is long overdue.

Lawrence F. Williams
1465 S.E. 27th, #206
Milwaukie, Oregon 97222



SALEM'S LEADING YOUNG MEN'S SERVICE CLUB

161 HIGH STREET S. E. • SUITE 151 • SALEM, OREGON 97301

April 18, 1969

Representative Roger Martin
Chairman, State & Federal Affairs Committee
State Capitol
Salem, Oregon

Dear Rep. Martin:

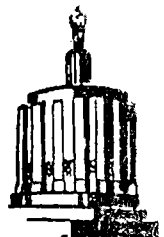
The Salem Jaycees have been vitally interested in House Bill 1157. Our governmental affairs committee has thoroughly researched and discussed this measure. On April 15, our general membership, upon recommendation of this committee, voted unanimously to endorse the general concept of this measure.

We, as citizens, are cognizent of the contamination of our environment and are willing to combine with the bottling and packaging industry to take a major step in solving this problem.

Our organization would appreciate your most earnest efforts on consideration of this important legislative proposal.

Dr. Glenn Kleen
Governmental Affairs Committee

cc: Rep. Paul Hanneman



March 3, 1969

STATEMENT ON HOUSE BILL 1157

by

Oregon State Game Commission

The Game Commission has a definite interest in any legislation that will minimize the litter problem in Oregon. We know from first hand knowledge how serious the problem is. Increasing recreational use of lands owned and managed by the Commission has been accompanied by a growing litter problem. For example, on the Sauvie Island Game Management Area near Portland much time and energy is expended in attempting to clean up after the public. Last summer several sportsmen's clubs in the Portland area engaged in a clean-up day on a limited portion of some of the more popular recreation areas on the island. They removed 105 gunny sacks of litter, of which 50 percent were cans and bottles. Three months later the same groups worked the same areas and gathered up three truck loads of litter. In the summer of 1967 our own personnel hauled nine 50-gallon drums of cans and bottles from the Oak Island area of Sauvie Island after one day of public use. The Commission also has a severe litter problem on Government Island, caused mostly by swimmers and water skiers.

Fishing and hunting access to private lands is constantly threatened by littering and outright vandalism. Streamside access and boat launching sites developed by the Commission must be policed periodically to remove the refuse.

The aesthetic value of many lakes and streams has deteriorated rapidly because of discarded bottles and cans. The clear waters of many of the popular central Oregon lakes reveal a virtual layer of inert, nondeteriorating

bottles and cans on the bottom. Shorelines often become dangerous landing places for boaters and treacherous wading areas because of the jagged remains of broken bottles and the newest menace, snap-top openers from beverage cans.

House Bill 1157 represents concrete action aimed at alleviating a situation that is threatening Oregon's quality outdoor recreation. We strongly urge its passage.

IN SUPPORT OF HB 1157

4-2-69
partial list

Governor Tom McCall
State Treasurer Robert Straub
Oregon Roadside Council
Oregon Coast Association
Oregon State Game Commission
Northwest Chapter Sierra Club
Columbian Garden Club, Multnomah District
Westmoreland Garden Club, Salem
Izaak Walton League of Oregon
Oregon Wildlife Federation
Chamber of Commerce, Pacific City, Ore.
Mid Willamette Valley Council of Governments
Oretown Grange, Cloverdale, Ore.
Pleasant Vally Grange, Tillamook, Ore.
Rockaway Community Club
Ramblin' Rows Garden Club, Portland
Marion Farmers' Union, Local 227
20 Miracle Miles Ad Club
Oregon Environment Council
Tillamook County Farm Bureau
Farm Bureau Federation, Harrisburg
McKenzie River Guides, Vida

IN SUPPORT OF HB 1157

7-2-69
partial list

Governor Tom McCall
State Treasurer Robert Straub
Oregon Roadside Council
Oregon Coast Association
Oregon State Game Commission
Northwest Chapter Sierra Club
Columbian Garden Club, Multnomah District
Westmoreland Garden Club, Salem
Izaak Walton League of Oregon
Oregon Wildlife Federation
Chamber of Commerce, Pacific City, Ore.
Mid Willamette Valley Council of Governments
Oretown Grange, Cloverdale, Ore.
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IN SUPPORT OF HB 1157

4-2-69
partial list

Governor Tom McCall
State Treasurer Robert Straub
Oregon Roadside Council
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Oregon State Game Commission
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Oregon Environment Council
Tillamook County Farm Bureau
Farm Bureau Federation, Harrisburg
McKenzie River Guides, Vida

RESOLUTION No. E - 1 Redemption of Beverage
Containers

WHEREAS one of the serious litter problems is the disposal
of beverage containers; and
WHEREAS this problem is aggravated by the use of disposable
containers; and
WHEREAS a major portion of this problem could be solved by an
adequate redemption fee for all such beverage containers;
and
WHEREAS such redemption fee would encourage the return of all
containers and discourage the indiscriminate disposal;
NOW, THEREFORE, BE IT RESOLVED by the Oregon Wildlife Federation
in convention assembled at Corvallis, Oregon this 19th
day of January 1969, go on record as favoring an
adequate redemption fee for all beverage containers; and
BE IT FURTHER RESOLVED that copies of this resolution be
forwarded to Governor Tom McCall and to the members
of the Oregon Legislature.

Submitted by: George Moorhead
Wayne Doughton

Action taken: Assigned to Legislative Committee
George Moorhead, Chairman

Recommendation: Do Pass.

M/S/C to concur in the recommendation

RESOLUTION No. E - 2 Prohibits Fliptop Containers

WHEREAS the countryside, beaches and rivers of the State of Oregon are becoming cluttered with fliptop containers from beverage cans; and

WHEREAS these fliptops are of aluminum and do not deteriorate; and

WHEREAS the fliptop is the cause of many personal injuries to both man and beast;

NOW, THEREFORE, BE IT RESOLVED by the Oregon Wildlife Federation in convention assembled at Corvallis, Oregon this 19th day of January 1969, go on record as favoring that all fliptop containers be prohibited from sale or use in the State of Oregon; and

BE IT FURTHER RESOLVED that copies of this resolution be forwarded to Governor Tom McCall and to the members of the Oregon Legislature.

Submitted by: George Moorhead
Wayne Doughton

Action taken: Assigned to Legislative Committee
George Moorhead, Chairman

Recommendation: Do Pass.

M/S/C to concur with recommendation.

Veneta Area

Litter Search Nets 8 Tons of Garbage

VENETA — Roadside litter at a rate of about a half ton per mile, was collected and hauled off to the Bolton Hill county dump Saturday by a crew of about 70 volunteers.

Organized by Lumber & Sawmill Workers Union Local 3091 at Vaughn, the anti-litter outing was joined by International Paper Company supervisors and produced some 25 pickup truck loads of beer cans, wrappers

and bottles and other assorted junk which had been discarded along the roadside on the route from Crow to Noti and on the Bolton Hill Road from Veneta to the Crow-Vaughn Road intersection.

The volunteers conceded they were probably cleaning up some of their own discards, according to union officials. County dump operators estimated almost eight tons of litter was collected.

Richard Gutman, Local 3091 president, headed up the outing after suggesting it at a March 19 union meeting. A "fleet" of 15 trucks were provided by the men, International Paper Company and one from Lane County.

In addition, company supervisors, lead by Harold Sanderson, general manager, turned out to join the roadside crews who were armed with buckets and pitchforks. Crews were assigned half-mile sections of roadside to clean. Saturday's clean-up began at 9 a.m. and was finished before noon, according to Gutman.

The men were surprised by the amount of litter collected from the 15 miles of road and how much better the roadways looked after the clean-up, according to Clint Boehringer, business agent for Local 3091.

FEB 1968

FROM THE DESK OF
PAUL A. HANNEMAN
STATE REPRESENTATIVE
TILLAMOOK COUNTY

2147 W. 15th Court
Eugene, Oregon 97402
April 1, 1969

House Committee on State and Federal Aff.
House of Representatives
Salem, Oregon

Gentlemen:

I am concerned about the litter problem we face today. I feel that Rep. Hanneman's bill concerning deposits on beverage bottles is a step in the right direction. I therefore urge you to support this bill.

Sincerely,

R. Wesley Aman

R. Wesley Aman

Mar 31, 1969

This letter is to respectfully suggest that your committee act favorably on the bill to require a 5¢ deposit on bottles.

I am an administrative officer for the Eugene Bureau of Land Mgt. Office and I can assure you that broken glass and bottles are a particular problem at our recreation sites, particularly the Sand Dunes area.

The 5¢ deposit would, I am sure, assure that most bottles would be collected, not broken to ragged shards to litter the beaches with deadly broken glass.

Very sincerely, Frank Marty

Frank E. Marty
36 West 23rd Avenue
Eugene, Oregon 97405

2147 W. 15th Court
Eugene, Oregon 97402
April 1, 1969

House Committee on State and Federal Aff.
House of Representatives
Salem, Oregon

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Very sincerely, Frank Marty

Frank E. Marty
36 West 23rd Avenue
Eugene, Oregon 97405

March 18, 1969

Mr. Robert Bakar
c/o Nehi Beverages Co.
730 N. E. 21st
Portland, Oregon

Dear Bob:

Am enclosing a copy of House Bill 1157. The next hearing on this measure is scheduled for Friday, March 28, 3:00 P.M. in Room 105 of the Capitol.

Very truly yours,

Roger E. Martin

REM:jp
Encl.

March 10, 1969

Mr. William Guffy
8909 S. W. 35th Avenue
Portland, Oregon 97219

Dear Mr. Guffy:

Thank you for your letter of March 7, expressing support
of House Bill 1157.

I could not agree more with your comments as to the desirability
of such a proposal. As you are no doubt aware, I am a co-
sponsor of this bill and intend to do everything possible
to assure favorable passage.

Again, thank you for writing. I appreciate your concern and
the thought and effort involved in advising me of your
support.

Very truly yours,

Roger E. Martin

REM:jp

8909 SW 35th Ave.
Portland, Oregon
97219

March 7, 1969

House State and Federal Affairs
Committee

House of Representatives
Salem, Oregon.

Dear Sirs:

It appears that HB 1157
is about as well as we
can do taking care of
an increasingly distressing
problem.

There is hardly a
place I visit, even one
that takes considerable
effort, like a high
lake that isn't con-
taminated by throw-
aways.

We have ^{been} so well

conditioned to waste
in "the throw-away
society" that education
would take long
years and all the time
the stuff would pile
up.

I would argue that
Oregon stands to lose
much more in tourist
dollars than a manufact-
urer would in not
contributing to the blight.

Please act in the
public interest and
let Oregon be first
in this area. Vermont
showed courage in
the case of billboards.

Very truly yours
William B. B.

file

Lincoln City, Ore.
2/7/69

Dear Sir:

I would like to have it known that I am in favor of preventing sale of beer and soft drinks in non-returnable containers.

This is in regard to House Bill # 1157

Yours truly,

Mildred V. Mc Glasson

2675 S. Anchor

Lincoln City, Oreg.

97367

March 27, 1969

The Honorable Roger E. Martin
Chairman, State + Fed. Affairs Committee
House of Representatives
Salem, Ore.

Dear Mr. Martin,

I urge passage of HB 1157
in the interests of conservation and
safety to hikers and pedestrians
in Oregon. Please give
careful consideration to this
measure.

Yours truly,

Margaret L. Hanson
(Mrs. Reid Hanson)

820 Church St. N.E.
Salem, Ore.

97301

Noble & Bittner Plug Company

Manufacturers of Wooden Plugs for Paper Rolls Since 1902

P. O. BOX 298

HEBO, OREGON 97122

file NB1157

March 25, 1969

Rep. ~~Roger~~ Martin
 Chairman
 Committee State & Federal Affairs
 State Legislature
 Salem, Oregon

Dear Mr. Martin:

I am interested in HB 1157 "Bottle Bill". With the help of 4-H members of the community we took a sample of roadside litter on Highway 22 for one mile east of Hebo, Oregon. All the litter was collected on one side of the road. The following amounts were counted:

Cans -- 322 *-(4 not beverage cans)*
 Papers -206
 Bottles - 45
 Can & Bottle Tops -- 40
 Plastic -- 26
 Miscellaneous -- 3

There were no returnable bottles. It would be our conclusion that requiring beverages in returnable bottles would greatly diminish roadside litter, as there are families in the area who collect the returnable bottles.

Witness:

Shirley Pahe

Yours truly,

Eva L. Noble
(Mrs.) Eva L. NobleEIN/sp
cc Committee Members*Margaret Duwall*Notary Public for Oregon
My commission expires July 7, 1969

April 4, 1969

The Governor's Committee for a Livable Oregon this morning in regular meeting approved the following resolution, offered by Mr. Larry Espey:

"That the Committee support the concept of House Bill 1157, and so notify both the Governor and the Legislature of the Committee's desire to see legislation attacking this problem enacted."

Breeder and Importer of
Registered Suffolk and Romney Sheep

HB 1157

Riddell Farms, Inc.

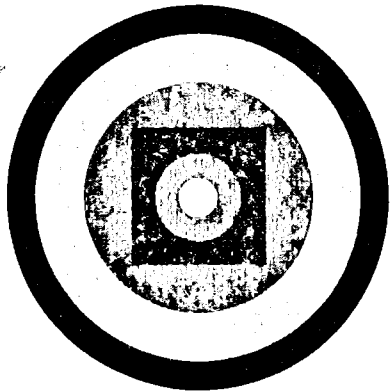
Route 1, Box 338
Independence, Oregon
97351

Roger Martin, Rep
House of Rep.
Salem, Oregon

Dear Sir
Since we are located near
highways and are faced constantly
with the litter left in our fence rows,
driveways, fields and culverts, we
are urging you to vote for the non-
litter bill. We feel this the best
solution to this problem.

Sincerely

Edna Riddell



OREGON ENVIRONMENTAL COUNCIL

POST OFFICE BOX 3371 . SALEM, OREGON 97302

Statement on H.B. Bill 1157

STATE AND FEDERAL AFFAIRS

My name is Cornelius Lofgren. I reside at 255 Alice Avenue South, Salem, Oregon. I am the Secretary-Treasurer of the Oregon Environmental Council, and I am here to support Bill 1157 in behalf of that organization.

Having climbed numerous Oregon peaks and backpacked in the remote areas of our Oregon back country over a period of years, I feel I am qualified to speak with some authority. There are two areas that are important to Oregonians; they are the economic and esthetic aspects of litter left in remote areas. From the economic standpoint I refer to the cost to the taxpayer of clearing beverage containers from both the easily accessible and remote back country. The other refers to the mess created by old beverage containers that are left behind to spoil the beauty of our beautiful wooded lakes, streams and mountains.

To be very specific, and as an example, I would like to address myself to the problem that is getting worse every year in the Waldo Lake area. This lake is at the 5,400-foot elevation and is third in size ranking next to Klamath and Crater. A few years ago roads were such that motor vehicle traffic was unknown there. Even before Waldo Lake was made so available there were some beverage containers left there and people like me loaded our packs with this litter, carried it out, in order to keep the landscape clean. In regular park areas the state and Federal governments spend our tax dollars to provide garbage service. In the remote areas this is not possible. We feel that the cost to taxpayers will be cut if returnable containers are used for these beverages. The removing of these containers will be facilitated when there is a value placed on used beverage containers. As it is now, one can find bottles and cans along the trails and at camp sites. In order to find a place to pitch a tent or to roll out a sleeping bag one has to clear away the beverage containers left by careless human beings. The Federal government recognizes the problem, for they even provide plastic bags to use in carrying out this insult to our beautiful countryside.

Roads are being pushed into more remote areas over the state. People go to the market, buy the beverage, take it along with other food generally prepared at home and off they go. The road may lead to a remote area, the food is consumed and the cans and bottles remain to mess up the area unless high-cost government garbage service is provided; if the picnic site was a remote area, the containers get left. Soon a suitable place to pitch a tent or to have the next picnic can only be had by clearing away what was left behind by the last visitors.

This same situation prevails on the Nestucca and can be multiplied many times throughout the state of Oregon. The dedicated sportsman, the loyal climber and hiker carries out his empty containers and packs them home or to the nearest trash can. The Oregon Environmental Council feels that Bill 1157 will help keep the back country clean and ask that your committee urge its passage.

March 3, 1969
Cornelius Lofgren, Secretary
Oregon Environmental Council

Izaak Walton League of America, Inc.

DEFENDER OF SOIL, WOODS, WATERS AND WILDLIFE

WASHINGTON COUNTY CHAPTER

P.O. BOX 5005 ALOHA, OREGON 97005

Ms. Chas. & Members of Comm on State & Federal Affairs

*My name is Paul Dennis, address Rt 1, Box 149, Cornelias
currently Pres. of Wash. Co. Chapter, IWLA & am representing
them here. I have a statement on ^{House Bill 1157} AB 1157 I would like to read.*

March 3, 1969

The Washington County Chapter of the Izaak Walton League strongly recommends the passage of House Bill 1157. Anti-litter campaigns and law enforcement may be helping to arrest the accumulation of debris along our roads, trails and waterways, but other measures must be taken to prevent the landscape from becoming one big refuse dump. Nonreturnable bottles and cans add enormously to the problem. You can rarely find a spot in the out-of-doors where humans have not discarded one or more of these items.

We recognize that industry may have some difficult problems in adjusting to the restrictions embraced in this bill. But industry has a responsibility to find some solutions to the problems to which it has contributed. We can get along quite well without nonreturnable bottles, and we can most surely get along without the millions of snap-tops and beverage cans that clutter the state from one end to the other.

House Bill 1157 should be passed in this session of the Legislature. It is not too much to expect. Oregonians are deeply concerned about this serious problem, and it must be solved. Thank you for permitting us to make a statement on this important legislation.

Paul A Dennis
Paul Dennis, President
Washington County Chapter IWLA

I have copy of this statement could leave with comm. sect.

March 21, 1969

Mr. Donald L. Gaylord
17917 S. E. Arista Drive
Milwaukie, Oregon 97222

Dear Mr. Gaylord:

Thank you for your detailed letter of March 8, expressing your support of House Bill 1157.

I could not agree more with your comments as to the desirability of such a proposal. As you are no doubt aware, I am a co-sponsor of this bill and intend to do ~~do~~ everything possible to assure favorable passage.

Again, thank you for writing. I appreciate your concern and the thought and effort involved in advising me of your support.

Very truly yours,

Roger E. Martin

REM:jp

17917 S.E. Arista Dr.

Milwaukie, Ore. 97222

Mar. 8, '69

Dear Sir,

This is to endorse, commend and encourage your campaign to do away with "no-return" pop and beer bottles. I have had it "up to here" with these damn fools who toss their empties out their car windows onto the roadway. I've stopped and picked up more than I care to remember. Not only that but our beaches and recreation areas may as well be closed down for all the good they are for family fun. Who ever heard of taking the kids to the beach and then trying to make them keep their shoes on? ... for to do otherwise is to invite tragedy. My own little girl was playing

in an area called Clacumette public Park (on the Clackamas River north of Oregon City) While walking barefoot along river's edge, she stepped on a piece of broken bottle and cut her foot so badly, it required 7 stitches to close it. It came close to severing the tendon to her big toe. I went back the next day to try and find the glass so it wouldn't happen to the next child that came along. I found enough glass along a 150 foot stretch by the water (a place where picnickers and beach parties frequently come) to fill a large milk shake carton and an empty quart ^{milk} carton. I couldn't find any more containers or I'd have stayed longer.

Another time on the Willamette River at a popular stretch of sandy beach between Lake Oswego and Portland we had taken our three children for a picnic and to let them play in the

sand. Remembering my previous experience (on the Clackamas) I walked around to see if there was any glass before turning them loose. I found several pieces — lying just ~~below~~ below the surface of the sand the river had washed over ~~it~~ ^{them}. "Sorry kids," just sit near the fire till it's time to go."

Your opponents say "it is just a "matter of education" to teach the public not to dispose of their bottles this way. Let them go try to "educate" a bunch of boozed-up kids at a beach party and show us how it is done. It would be nice if everybody was thoughtful and considerate of the next guy but when you consider the millions that have been spent promoting the "Don't be a litterbug" and "Keep America Beautiful" campaigns and yet the same abuse of public lands goes on and on, one can only

conclude ... "who are they trying to hide?"

Their real opposition is simply that the non-returnable bottle is a big sales advantage. Grocers appreciate not having to handle the bottles twice and it eliminates a lot of penny-ante book-keeping for distributors' drivers as well as retailers.

I say let them go to cans. What harm can cans do? Or plastic bottles might be a solution.

But whatever is finally resolved please don't let these profit-hungry bottlers dictate that the tender little feet of our children can never again go paddling through the sand without the fear that sooner or later, they're going to step down on that piece of broken beer or coke bottle that's lying covered by the sand.

Our boys in Viet Nam have mine detectors when moving through dangerous ground. What chance do our children have?

Sincerely and hopefully
Ronald L. Gaylord.

April 3, 1969

Mr. Clifford J. Defoe
1990 W-12 Avenue
Eugene, Oregon 97402

Dear Mr. Defoe:

Thank you for your letter of April 2, expressing your interest in regard to House Bill 1157. Your letter will be presented to the full committee and become a part of the file on this measure.

I could not agree more with your comments as to the desirability of this type of legislation. As you are no doubt aware, I am a co-sponsor of House Bill 1157 and strongly support such a measure.

Again, thank you for forwarding your views on this proposed legislation.

Very truly yours,

Roger E. Martin

EE

Mon Mar 31 Reg Dual Page 7A

For a Nickel? Oh, Maybe

SALEM (AP) — Would you take beer and pop bottles back to the store if you were sure of getting 5 cents for each one?

Bottling industry spokesmen say they have evidence you probably won't — and no one else will either.

Rep. Paul Hanneman, R-Cloverdale, and conservationists say you will. And if you don't, then Boy Scouts and others will hop to it.

These opposing views came out in the second and last hearing on Hanneman's bill to outlaw non-returnable containers of beer and pop in Oregon. The bill would require a 5-cent rebate for returnable containers. The aim is to stop people from littering the countryside with cans and bottles.

William Trowbridge, manager of a Portland

bottle factory, said eastern cities have found the 5-cent deposit does not stop littering.

He cited the case of a New York bottler who made 500,000 special bottles and offered a rebate on them for their return. A few came back, but within six months all were gone, Trowbridge said.

Hanneman said that while affluent adults might not bother to return bottles, he believes children would scour parks and roads for them. He said if individuals did not do it, then organizations undoubtedly would organize cleanup drives to raise money for various projects.

The hearing was before the House State and Federal Affairs Committee, which has not yet acted on the bill.

Ex-Ambassador
IN

1990 W-12 Ave

Eugene, Oreg. 97402

April 2, 1969

House of Representatives
Salem, Oregon

Sirs:

This is my first letter ever asking to influence any legislative bill, but I cannot understand any nature lover or outdoorsman or anyone who wishes to keep Oregon beautiful who could oppose Representative Hanneman's bill prohibiting no good bottles in Oregon. I am a native Oregonian, 47 years old, and have seen the litter problem grow, more beer cans, left bottles, many becoming eventually broken with more glass in washing, bathing areas, and other travelled ways. My 17 year old son scoffed or wouldn't go along with (neither will I) the industry spokesman who say no one will take beer or pop bottles back to the store at 5¢ each, we've picked many stubbies up at 1¢ each and any incentive would help. Taverns insist on returnable bottles, long ago Resort areas (I can take for example) paid premium prices to return bottles to keep the area clean and it seemed to work) and people still to try to buy re-

returnable bottles, but store managers (some don't want returnable bottles) say the delivery drivers push no good bottles onto them. I can't go along with paying the same price for a no good bottle as a good bottle and that customers are demanding no good bottles. Customers can always throw the good bottles in the garbage as always, where some body may pick them up. As for sanitization of returnable bottles, I have not heard of many, except the alleged claim of a dead frog in a Coke bottle.

As for the argument of union spokesmen that no good bottles make more work for union glass workers, that is very selfish (I am a union cement contractor) and how society or people can be made more in the long run by deliberate waste and make work is something my economics course never taught.

If there was ever a bill for the good of the majority of the people of Oregon with no great added expenditure for enforcement, I would applaud believe that this bill is it and hope for its passage or some similar legislative act to reduce the littering of our outdoors.

Clifford J. Dyer
Ph. 343-5720

Rep. Hanneman's
"bottle bill" in the Oregon
House, which would ban dis-
posable containers fits in with
a recent law in the Pitts-
burgh (Pa.) Free Press:

Question: When does an
empty beer can cost more
than a full one? Answer:
When it is tossed by the road-
side.

Highway officials have
found that the cost of picking
up litter along a typical mile
of state highway, worked out
to 32 cents for each beer can
and pop bottle.

THE OREGON COAST ASSOCIATION



March 25, 1969

559 S. W. COAST HIGHWAY
NEWPORT, OREGON 97365
TELEPHONE: 265-2611

Chairman
Committee on State & Federal Affairs
State House of Representatives
Salem, Oregon


Dear Sir:

Please be informed that the Oregon Coast Association at it's monthly Executive Committee Meeting on March 13, 1969 in Newport, Oregon voted to enthusiastically recommend the passage of HB 1157 prohibiting the sale of beverages in non-returnable containers.

Although this law would not solve all the many problems of litter and refuse accumulation on our state's beaches, parks and recreation areas, it represents a firm and effective beginning for a much needed program of litter control. At present, some of Oregon's most valuable natural resources and the important economical contributions of the tourist industry are being threatened by the destructive and deteriorating effect of accumulating broken bottles and other litter.

H.B. 1157 represents a sound approach to the solution of this important problem. Please recommend its early passage.

Sincerely,


George Weaver, Manager

GW/dr

c/c Rep. Paul Hanneman



A NON-PROFIT TRAVEL PROMOTION AND HIGHWAY IMPROVEMENT ORGANIZATION—INCORPORATED IN 1931.

February 25, 1969

Mr. John W. Broome
733 Northwest Twentieth Avenue
Portland, Oregon 97209

Dear Mr. Broome:

Thank you for your recent letter, expressing support of
House Bill 1157.

I could not agree more with your comments as to the desirability of such a proposal. As you are no doubt aware, I am a co-sponsor of this measure and intend to do everything possible to assure favorable passage.

Again, thank you for writing. I appreciate your interest and the thought and effort involved in forwarding your views.

Very truly yours,

Roger E. Martin

REM:jp



11 February 1969

The Honorable Roger E. Martin
Chairman
State & Federal Affairs Committee
Capitol Building
Salem, Or. 97310

Re: House Bill 1157

Dear Mr. Martin:

As one concerned with the preservation of Oregon's natural environment and the high standards of livability that we presently enjoy, I am writing in support of Representative Hanneman's bill on non-returnable drink containers.

Although the problems and objects may be many, I hope that your committee can find a way to overcome them and make Oregon the first of many states to take a positive step toward the elimination of this source of ugliness and hazard.

Respectfully yours,

John W. Broome

cc: Rep. Paul A. Hanneman

E. E. J. E.

1157

P.O. Box 103
Elmira, Oregon 97437
March 14, 1969

Don Wilson
2093 Eastwood Lane
Eugene, Oregon
97401

NB 1057

My Dear Senator

of this!
I have read about the bill about the non returnable bottle.

I think they should all be returnable bottles because: They are always breaking bottles in the road and in the ditches.

My dad got a flat tire from broken bottle glass. If they had them all returnable they would turn them in instead of breaking them

Truly yours
Alan Jiffers
Turn rise junior high
7th grade

FROM THE DESK OF
DON WILSON
STATE REPRESENTATIVE
BENTON, LANE COUNTIES

Rt. 2, Box 1028
Elmora, Ore. 97437
March 14, 1969

Don Wilson
2093 Eastwood Lane
Eugene 97401

My dear Sirs,
I understand that the senate is discussing a bill concerning returnable bottles. I would like you to urge the passing of this bill because of the following reasons: Broken bottles in lakes, such as Fern Ridge Lake, cut down the number of tourists. It starts for a lot of us if the sun gets it hits it the just want, it cuts highway stopped on. I ask you once, & again please pass this bill. It will help Oregon all the way around.

FROM THE DESK OF
DON WILSON
STATE REPRESENTATIVE
BENTON, LANE COUNTIES

Yours truly,
Stephen Williams
Fern Ridge Jr. H.
7th grade

March 5, 1969

Mrs. Susan S. Bearden
600 Waverley Court No. 203
Milwaukie, Oregon 97222

Dear Mrs. Bearden:

Thank you for your letter of March 4, expressing support of
House Bill 1157.

I could not agree more with your comments as to the desirability
of such a proposal. As you are no doubt aware, I am a co-
sponsor of this measure and intend to do everything possible
to assure favorable passage.

Again, thank you for writing. I appreciate your concern
and the thought and effort involved in advising me of your
support.

Very truly yours,

Roger E. Martin

REM:jp



Bottle Bill
1157
file

INTERNATIONAL PAPER COMPANY

LONG-BELL DIVISION

BOX 579, LONGVIEW, WASHINGTON 98632, PHONE (206) 423-2110

March 10, 1969

Representative Roger E. Martin
Chairman, State and Federal Affairs Committee
Oregon House of Representatives
Salem, Oregon

Re: House Bill 1157

Dear Representative Martin:

As a representative of a large Oregon tax payer, may I express a few thoughts on the above bill?

First, anyone who drives Oregon highways as much as I can readily sympathize with the problem that 1157 seeks to correct. Further, because some of my family are rural residents, I am very familiar with even more serious "dumping" of litter and garbage on rural roads. Some solution to the problem must be sought.

Anti-litter laws are on the statute books of most states. Police officers will tell us that it is virtually impossible to prove littering in more than 1% of the cases.

1157 seeks to prohibit use of any but returnable bottles for soft drinks and malt liquors, probably on the theory that 1) persons will not throw out bottles that may be returned for cash, or 2) that scavengers will pick up bottles of value and thereby clean the highways.

To a limited extent this is true; however, in the days of returnable bottles, we did find "throw aways" and we did find scavengers picking up returnable bottles. On the other hand, scavengers did not pick up broken bottles, and these caused a great deal of the problem.

However, medicine bottles, wine bottles, spirituous liquor bottles were not picked up. Neither was the mass of other material that invariably collects along the highways and roadways.

The solution seems to be some means of regular clean-up. In discussing this bill with other interested parties, this suggestion was made:

1. Use able bodied welfare recipients; pay them for their work, in conjunction with highway department vehicles and supervision, as well as county equipment and supervision in that case.

2. Use convict trusties as above.


This may not be popular with labor. Also, it does not raise the needed money to do the work.

I note House Bill 1624, sponsored by some of the same people, has been sent to Taxation. It seeks to raise money for clean-up purposes. Possibly it could be considered as a substitute bill.

What is my interest? International Paper Company furnishes Pure-Pak cartons used for noncarbonated beverages; 1157 would prohibit their use. We suggest that further problems might arise if use of paper cups and cartons were prohibited; particularly is this true at ball games and other stadium affairs.

This is a suggestion. I would like to talk with you if you feel more talk is necessary.

Yours sincerely,


Robt. P. Miller
Administrative Assistant

RPM:mk

HB 1157

April 14, 1969

Rt. 3, Box 964
Bend, Oregon 97701

Honorable Roger E. Martin
Capitol Building
Salem, Oregon

Dear Mr. Martin:

My friends and family have been watching with great interest the progress of the "anti-bottle" bill, and we are concerned that eventually this bill may dwindle away into oblivion.

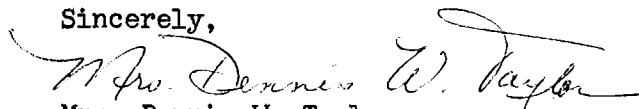
Saturday morning my husband and I, our three-year-old daughter and a friend with half a dozen of his Cub Scouts set out to pick up the litter along a two and a half mile stretch of county road just outside Bend. We had intended to work from both ends of the stretch, one group on one side of the road, the second on the other. To our astonishment both groups had filled their disposal facility (a pickup and a fair-sized trailer) in half a mile each on only one side of the road.

In the small mountain of litter we collected there were two tires, several hunks of paper and cardboard and only three returnable bottles--the rest was non-returnable cans and bottles.

Deschutes county roads are some of the most unsightly we have seen so far because of the terrific amount of litter along them. That, to be sure, is a county problem, at least in part. But I am somehow unable to imagine the local "public" ever becoming educated to the point that the litter problem would disappear on its own. Though I realize the bill now being considered would work a degree of hardship on the beverage-bottling industry, I think the thousands of families who are being sadly disappointed on their "scenic drives" should be taken into consideration.

Before amending this bill into uselessness, please take a short drive outside the realm of the city street-sweeper. It takes only a short drive to see that the bulk of that stuff is, indeed, the non-returnable product of the bottling industry; and, unless someone comes along and picks it up, it will still be lying there the next time you drive by, no matter how far in the future that might be.

Sincerely,


Mrs. Dennis W. Taylor

HOUSE COMMITTEE REPORT

Salem, Oregon, April 8, 1969.

Mr. Speaker:

Your Committee on State & Federal Affairs to whom was referred HB 1157, having had the same under consideration, respectfully report it back with the recommendation that it:

Do pass. Do pass with the following amendments:

(Referred to Ways and Means by prior reference)

On page 2 of the printed bill, delete lines 7 through 11 and insert:

"Section 2. A person required by this chapter to obtain a license, shall distribute, sell or offer for sale beer or any other malt beverage only in containers with a refund value, and shall offer a refund of not less than 5¢ for each such container. Nothing in this section applies to containers distributed, sold or offered for sale before the effective date of this Act. This section applies only to beer or any other malt beverage sold for off-premise consumption.

"Section 3. (1) Nonalcoholic beverages shall be distributed, sold or offered for sale only in containers with a refund value, and a refund of not less than 5¢ for each such container shall be offered. Nothing in this section applies to containers distributed, sold or offered for sale before the effective date of this Act. This section applies only to nonalcoholic beverages sold for off-premise consumption."

On page 2, line 14, after the period insert "Nonalcoholic beverage does not include dairy products or natural fruit juices."

After line 14, insert:

"Section 4. After the effective date of this Act, every beverage container described in sections 2 and 3 of this Act shall bear a stamp or label clearly indicating the refund value of the container."

In line 15, delete "4" and insert "5".

In line 22, delete "5" and insert "6" and in the same line delete "January 1, 1971" and insert "July 1, 1970".

Chairman

2 copies if no amendments
Submit: 4 copies if amendments
5 copies if to be printed engrossed

Retain: 1 copy for committee files

Rep. Hanneman will lead
floor discussion on this measure.

- HB 1248 - Rep. Hart moved the amendments dated April 2 be adopted, and the motion passed. Rep. Howard moved HB 1248 to the floor with a "Do Pass as Amended" recommendation. Motion carried unanimously.
- HB 1229 - Rep. Stathos said he has talked with Rep. Carson, who is working on amendments.
- HB 1623 - Rep. Martin said that HB 1623 has been heard in subcommittee and is basically a new bill proposing to join the eastern forest fire protection funds with those for western fire protection, with the balance of money in the western fund dedicated to use for western fires. Proposal is to buy fire insurance protection with a \$500,000 deductible clause. After the Fire Protection Fund reaches \$4,000,000, it will be used to repay the General Fund for insurance premiums. Rep. Stathos expressed some concern about buying such expensive insurance; rather he would prefer the state insure itself by borrowing in case of fire loss and then repaying at the rate of \$100,000 per year. Rep. Hart pointed out that the bill is permissive only. Rep. Priestley moved to amend HB 1623 by deleting section 13 of the amendments, and on vote the motion failed with Hart, Howard, Howe, Meeker, Ripper, Stathos, Willits and Martin voting no. Rep. Hart moved to adopt the amendments dated April 4 and the motion passed unanimously. Rep. Hart moved that HB 1623 be sent to the floor with a "Do Pass as Amended" recommendation and re-referred to Ways and Means. Motion carried unanimously.
- HJM 19 Rep. Hart moved that HJM 19 be tabled. Motion carried with Reps. Priestley, Stathos and Willits voting no.
- HJM 22 After discussion of various amendments, Rep. Howe moved to table HJM 22. Motion carried with Reps. Howard, Priestley, Stathos and Willits voting against the motion.
- HB 1406 Rep. Hart moved that the amendments dated April 2 be adopted, and on vote the motion carried unanimously. Roger Emmons discussed the bill and the amendments. Rep. Hart moved that HB 1406 be sent to the floor with a "Do Pass as Amended" recommendation. Motion passed unanimously.
- HB 1407 Rep. Hart moved that HB 1407 be sent to the floor with a "Do Pass" recommendation. Motion carried unanimously.
- HB 1157 Rep. Meeker moved to adopt amendments dated April 4, 1969. Motion carried unanimously. Rep. Hanneman discussed these amendments and said he had tried to fill all the loopholes. After further discussion, Rep. Meeker moved that HB 1157 be sent to the floor with a "Do Pass as Amended" recommendation. Motion passed with Reps. Hart, Howard, Willits and Martin opposing. y Sfr
- SB 58 Rep. Howe moved that amendments dated April 3 be adopted, and on vote the motion carried with Rep. Priestley dissenting. Rep. Howard moved that SB 58 be sent to the floor "Do Pass as Amended". Motion carried with Reps. Priestley and Willits dissenting.

March 10, 1969

Mr. L. R. Knepper
600 S. W. Market Street
Portland, Oregon 97201

Dear Mr. Knepper:'

Thank you for your letter of March 7, forwarding the statement which you had hoped to deliver to the State and Federal Affairs Committee at the hearing of House Bill 1157 on March 3. I regret that you were unable to testify, but appreciate the fact that you do understand the situation.

I could not agree more with your comments as to the desirability of such a proposal. As you are no doubt aware, I am a co-sponsor of House Bill 1157 and strongly support such legislation.

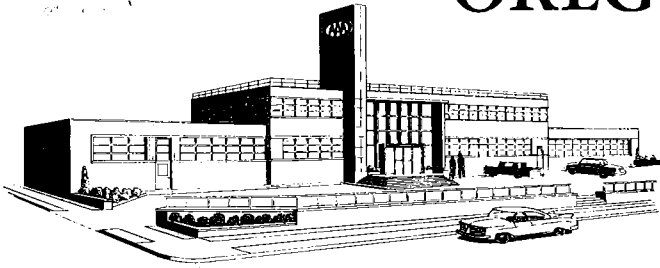
Again, thank you for forwarding the statement of the Oregon State Motor Association. It will be incorporated in the file for House Bill 1157.

Very truly yours,

Roger E. Martin

REM:jp

OREGON STATE MOTOR *Association*



March 7, 1969

Affiliated with

AMERICAN AUTOMOBILE ASSOCIATION

Serving Motorists Since 1905

General Offices

600 S. W. MARKET STREET • PORTLAND, OREGON 97201
228-6201

Rep. Roger E. Martin, Chairman
House Committee on State & Federal Affairs
Room 105A, Capitol Building
Salem, Oregon

Dear Sir:

The Oregon State Motor Association, Oregon AAA auto club, planned to testify in behalf of HB 1157 at the hearing before your Committee Monday, March 3, but due to the late hour to which the hearing ran, we were unable to present our statement. We, therefore, are taking this opportunity to place our position before the Committee in this letter:

"The Oregon State Motor Association endorses actions to be taken in regards to the problem of litter in general, rather than exclusively to HB 1157. The Auto Club believes strongly that the problem of litter along our highways, parks and other recreation areas has become quite serious and we believe something must be done. You have before you, four bills on the matter, HB 1414, HB 1157, HB 1624, and SB 404. We would suggest that the Committee give close consideration to all these bills and try to produce an effective program to reduce litter. Whatever measure the Committee comes up with, we will support.

"The Auto Club recognizes the seriousness of the problem from two aspects, that of the aesthetic value of litter elimination and from the standpoint of tourism. For some years, we have received letters from users of our parks and recreation areas concerning litter, but during the last few years, comments are increasing in number regarding not only litter, but the danger from glass fragments from broken bottles. Only a few of the criticisms are from out of state tourists.

"We believe that tourists, sports enthusiasts, and the public will support any reasonable measures to stop or alleviate litter problems, especially broken glass.

Thanks for your consideration of our position on this matter.

Sincerely,

L. R. Knepper
Secretary - Manager

LRK:tw

OFFICERS: Chas. E. Snell, *President*

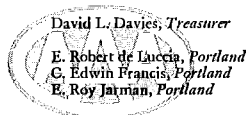
Warren A. McMinimee, *Vice-President*

David L. Davies, *Treasurer*

L. R. Knepper, *Secretary-Manager*

DIRECTORS: Chas. E. Snell, *Chairman*
Anthony Brandenthaler, *Baker*
Phil Brogan, *Bend*

Russell M. Colwell, *Portland*
Edwin E. Cone, *Eugene*
David L. Davies, *Portland*



E. Robert de Luccia, *Portland*
C. Edwin Francis, *Portland*
E. Roy Jarman, *Portland*

Warren A. McMinimee, *Tillamook*
D. B. Simpson, *Portland*
John W. Snider, *Medford*

William E. Walsh, *Coos Bay*
James J. Walton, *Salem*
Ray T. Yasui, *Hood River*

PROPOSED AMENDMENTS TO HB 1157

On page 2 of the printed bill, delete lines 2 and 3 and insert: "Relating to litter; amending ORS 137.150 and 164.440; and providing penalties."

On page 2, delete lines 5 through 22 and insert:

"Section 1. ORS 164.440 is amended to read:

"164.440. (1) Any person who throws, dumps, places, deposits or drains, or causes or permits to be drained upon the land of another, without permission of the owner, or upon any public road, highway, street, alley or any easement used by the public for public travel, referred to later in this section as a public way, any litter, cans, glass, nails, tacks, broken dishes or crockery, carcass of any dead animal, old clothing, old automobile tires, old automobile parts, boards, metal, or any sort of rubbish, trash, debris, or refuse, or any sewage or the drainage from any cesspool or septic tank, or any substance which would mar the appearance, create a stench or detract from the cleanliness or safety of such public way, or would be likely to injure any animal, vehicle or person traveling upon such public way, litter shall be punished upon conviction by a fine not to exceed \$100 \$500 or by imprisonment in the county jail not to exceed 30 days one year, or both.

"(2) Any litter thrown, deposited, dropped or dumped from a vehicle in violation of subsection (1) of this section is presumed to have been thrown, deposited, dropped or dumped by the operator of the vehicle. This presumption has the same effect as a disputable presumption referred to in ORS 41.360. The provisions of this subsection do not apply to the operator of a vehicle transporting passengers for hire subject to regulation by the Interstate Commerce Commission or the Public Utility Commissioner.

"(3) Any person convicted of violating subsection (1) of this section may, in the discretion of the court, be required to clear litter from a public way or from the right of way for such public way. Any such litter clearance work shall be performed at the rate of one day for each \$ _____ of any fine and _____ day(s) for each (day(s) of any imprisonment assessed pursuant to subsection (1) of this section.

"Section 2. Each agency or subdivision of state or local government having jurisdiction or supervision over a public road, highway, street, alley or other public way shall provide receptacles for the deposit of litter at appropriate locations and shall post signs giving directions to such receptacles and providing such other wording as will publicize the provisions of section 1 of this Act.

"Section 3. As used in sections 1 and 2 of this Act, 'litter' means any rubbish, waste material, refuse, garbage, trash, debris or other foreign substance of any kind that would mar the appearance, create a stench or detract from the cleanliness or safety of a public road, highway, street, alley or other public way, or would be likely to injure any animal, vehicle or person travelling upon a public way.

"Section 4. ORS 137.150 is amended to read:

"137.150. A judgment that the defendant pay a fine shall also direct that he be imprisoned in the county jail until the fine is satisfied, specifying the extent of the imprisonment, which notwithstanding any other provision of the law to the contrary except ORS 164.440, shall not exceed one day for every \$5 of the fine. In case the entry of judgment should omit to direct the imprisonment and the extent thereof, the judgment to pay the fine shall operate to require the imprisonment of the defendant until the fine is satisfied at the rate above mentioned."

Move to re-refer to State and Federal Affairs

History of Measure

Opponents appeared, both public hearings--indicated grave concern

Last Friday - Amendments adopted - no hearing

4 groups of opponents present

(AFL-CIO, Brewers, Anheuser-Busch, Soft Drink Bottlers)

None had seen amendments (except Soft Drink Bottlers - 6 p.m. previous evening)

Work Session - No public testimony

(One opponent asked opinion - indicated needed more time to study)

At time Suggested opponents have a chance to study & testify

Also pointed out - amendments being prepared in Legislative Council

There are far-reaching amendments

Those affected should be heard.

Bill is unworkable

Reasons

1. Give a monetary value to junk.

A. Turned in, refund paid, junk heap, kids pick up and turn in again, etc.

or B. Tremendous cost of destroying these containers so this doesn't happen

2. Nothing to prevent coming in from out of state

Bill provides for label - no authority to refuse to pay refund if bill doesn't have label

3. So vague - impossible to administer

Examples:

*Command Paul
Problem proposed
Industry is
now well aware.
Anheuser-Busch
Brewers
AFL-CIO
Soft Drink Bottlers*

~~A. What would be the effect on interstate commerce?~~

B. What do "beverage" and "soft drink" mean? Extremely vague - People in industry say they don't know what these mean

Numerous other questions

Urge bill be returned to committee

Adequate consideration

So the bill we bring you is a workable one.

Referral to (Conew)

HOUSE ROLL CALL

Measure No. 19 B 1157

Date 4-11

	Ex.	Nay	Abs.		Ex.	Nay	Abs.		Ex.	Nay	Abs.		Ex.	Nay	Abs.
AKESON		/		DUGDALE				INGALLS		/		RICHARDS		/	
ANUNSEN				ELLIOTT				JOHNSON				RIPPER	0	/	
BAZETT				EYMAN		/		KENNEDY				ROBERTS		/	
BENNETT		/		FROST		/		LANG				ROGERS		/	
BOE		/		GRAHAM				MACPHERSON		/		SKELTON		/	
BRADLEY				GROENER				MANN		/		STATHOS	0	/	
BROWNE				GWINN				MARKHAM				STEVENSON		/	
CARSON				HAAS				MARTIN	X			THORNTON			
CHUINARD				HANNEMAN		/		McCREADY		/		TURNER			
COLE		/		HANSELL		/		McGILVRA		/		WILLITS	X		
CROTHERS				HART	X			McKENZIE		/		WILSON, DON		/	
DAVIS				HARTUNG		/		MEEKER	0	/		WILSON, KEITH			
DAY				HEARD				PECK		/		WINGARD		/	
DETERING		/		HOWARD	X			PRIESTLEY	0	/		YOUNG			
DIELSCHNEIDER		/		HOWE	X			PYNN				MR. SPEAKER			
												TOTALS >		28	

LA 19 HR*

State 4-15-69
105A

PREPARED BY:
BUDGET DIVISION
DEPARTMENT OF FINANCE

STATE OF OREGON
ANALYSIS OF PROPOSED LEGISLATION
1969 Regular Legislative Session
FORM BF 20

ANALYST DATE COMPLETED

Cooper	4/15/69	
1. NUMBER OF MEASURE HB 1157	2. STATUS House amendments 4-9-69	3. CLASS OF BILL FISCAL <input checked="" type="checkbox"/> NON-FISCAL <input type="checkbox"/>
4. SUBJECT Prohibits sale of beverages in non-returnable containers		
5. GOVERNMENT UNIT OR PROGRAM AFFECTED Department of Agriculture		
6. FISCAL IMPACT		

SEE PREVIOUS ANALYSIS

7. FISCAL OFFICE

Analyst: Bromleigh S. Lamb
Date: April 23, 1969

Reviewed by Legislative Fiscal Office.

MODEL STATE LITTER CONTROL ACT

AN ACT to define, control and prohibit the littering of public and private property, and to provide a penalty therefore.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF

Section 1. It is the intention of the Legislature by this act to provide for uniform prohibition throughout the state of any and all littering on public and private property, and to curb thereby the desecration of the beauty of the state and harm to the health, welfare and safety of its citizens caused by individuals who litter.

Section 2. It is unlawful for any person or persons to dump, deposit, throw or leave, or to cause or permit the dumping, depositing, placing, throwing or leaving of litter on any public or private property in this state, or any waters in this state, unless - -

- (1) such property is designated by the state or by any of its agencies or political subdivisions for the disposal of such material, and such person is authorized by the proper public authority to use such property;
- (2) into a litter receptacle or container installed on such property;
- (3) he is the owner or tenant in lawful possession of such property, or has first obtained consent of the owner or tenant in lawful possession, or unless the act is done under the personal direction of said owner or tenant.

Section 3. The term "litter" as used herein shall mean all rubbish, waste material, refuse, garbage, trash, debris or other foreign substances of every kind and description.

Section 4. The phrase "public or private property" as used herein shall include, but not be limited to, the right-of-way of any road or highway; any body of water or watercourse or the shores or beaches thereof; any park, playground, building, refuge or conservation or recreation area, and any residential or farm properties or timberlands.

Section 5. Any person violating the provisions of section 2 of this act is guilty of a misdemeanor, subject to fine or imprisonment.

ment, or both, as in the case of misdemeanors, and, in lieu thereof, in the sound discretion of any court in which conviction is obtained, may be directed by the judge to pick up and remove from any public street or highway or public and private right-of-way, or public beach or public park, or, with prior permission of the legal owner or tenant in lawful possession of such property, any private property upon which it has been established by competent evidence that he has deposited litter, any and all litter deposited thereon by anyone prior to the date of execution of sentence. ✓

Section 6. Whenever litter is thrown, deposited, dropped or dumped from any motor vehicle, boat, airplane or other conveyance in violation of section 2 hereof, the operator of said conveyance shall be deemed prima facie to have violated this act. ✓

Section 7. All law enforcement agencies, officers, and officials of this state or any political subdivision thereof, or any enforcement agency, officer or any official of any commission of this state or any political subdivision thereof, are hereby authorized, empowered and directed to enforce compliance with this act.

Section 8. All public authorities having supervision of properties of this state are authorized, empowered and instructed to establish and maintain receptacles for the deposit of litter at appropriate locations where such property is frequented by the public, and to post signs directing persons to such receptacles and serving notice of the provisions of this act, and to otherwise publicize the availability of litter receptacles and requirements of this act. ✓

Section 9. This act shall be known as the Litter Control Law.

Section 10. If any provision of this act, or its application to any person or circumstance is held invalid, the remainder of the act, or the application of the provision to other persons or circumstances is unaffected.

Section 11. This act shall become effective at the commencement of the calendar year next succeeding the year of its passage.

State Used
105A

PREPARED BY:
BUDGET DIVISION
DEPARTMENT OF FINANCE

STATE OF OREGON
ANALYSIS OF PROPOSED LEGISLATION
1969 Regular Legislative Session
FORM BF 20

ANALYST DATE COMPLETED

Cooper 3/7/69

1. NUMBER OF MEASURE HB 1157	2. STATUS Original	3. CLASS OF BILL FISCAL NON-FISCAL <input checked="" type="checkbox"/> <input type="checkbox"/>
4. SUBJECT Prohibits sale of beverages in non-returnable containers		
5. GOVERNMENT UNIT OR PROGRAM AFFECTED Department of Agriculture		
6. FISCAL IMPACT		

Revenues:

Fine up to \$500 for violation.

Expenditures:

\$40,000

Assumptions:

It is assumed that the department would use the same surveillance system which would require two additional staff at a cost of \$20,000/per man a biennium (includes personal services, supplies and services, etc.)

7. FISCAL OFFICE

Analyst: Bromleigh S. Lamb
Date: March 18, 1969

Reviewed by Legislative Fiscal Office.

BI-STATE INDUSTRY GROUP

(Oregon and Washington)

Composed of representatives of:

1. Brewing Industry (Western Brewers)
2. Pacific Coca Cola
3. Glazer Beverages
4. 7-Up
5. Shasta
6. Alcoa Aluminum
7. Reynolds
8. Continental Can
9. American Can
10. Container Corporation
11. Northwestern Glass
12. Owens Illinois Glass
13. Clean & Beautiful Association

Meetings have been held in both March and April, 1969 resulting in contacts with Public Relations people for the promulgation of ideas as to how best to attack the litter problem and get it across to the public.

A meeting was held at which Dr. Norman R. Smith, a professor of Marketing at the University of Oregon, spoke and Professor Smith is now preparing a report on a marketing approach in regards to the litter problem. That report should be available within a few days. Dr. Smith operates a corporation called Consumer Research Associates in Eugene, Oregon and would be a recognized authority in this field.

The Washington Senate Resolution providing for a study by a legislative counsel committee on the litter problem was due in a large measure to the cooperation of the above mentioned group.



A Kit Prepared By The

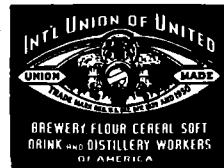
U. S. Brewers Association, Inc.



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litter*



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fight
litter



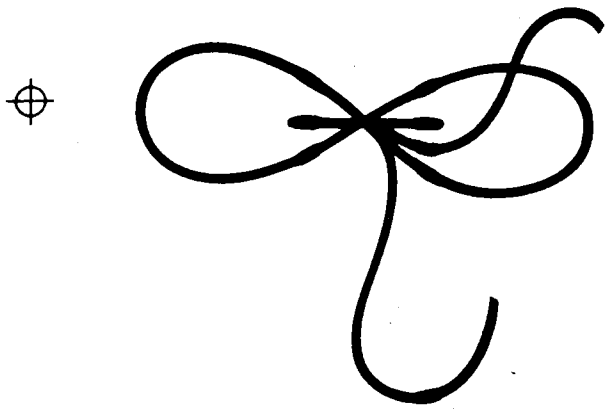


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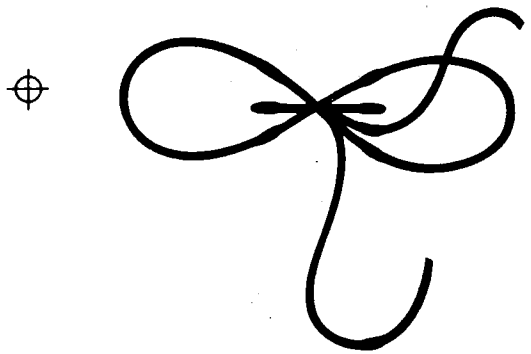




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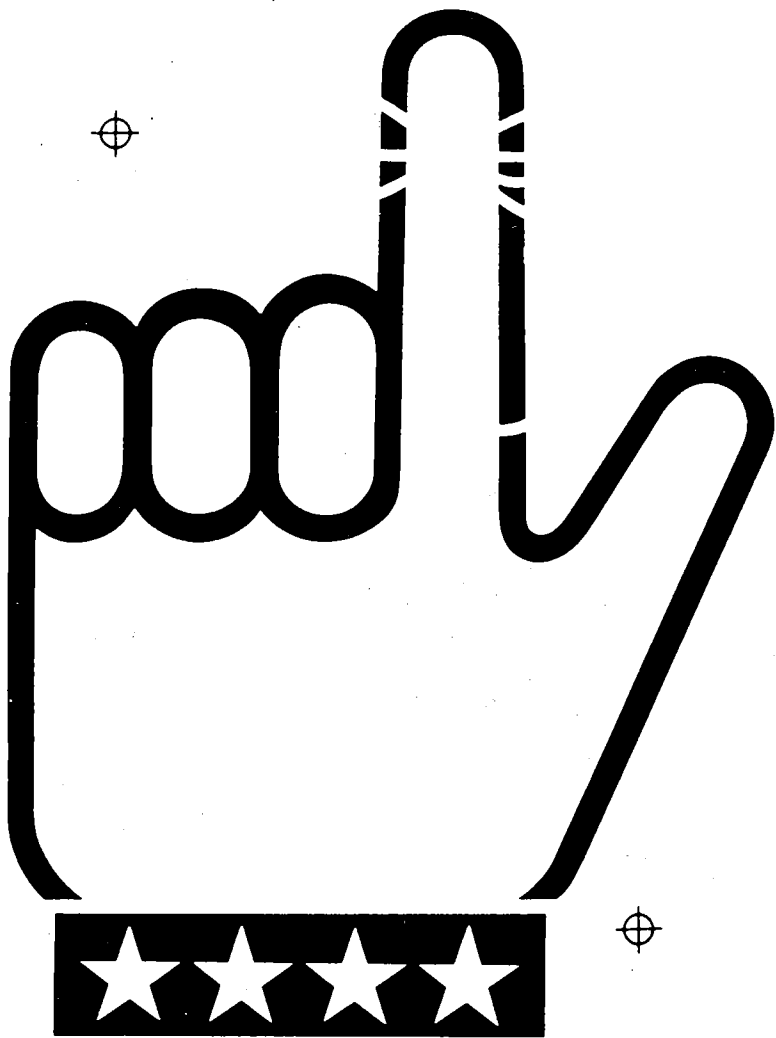
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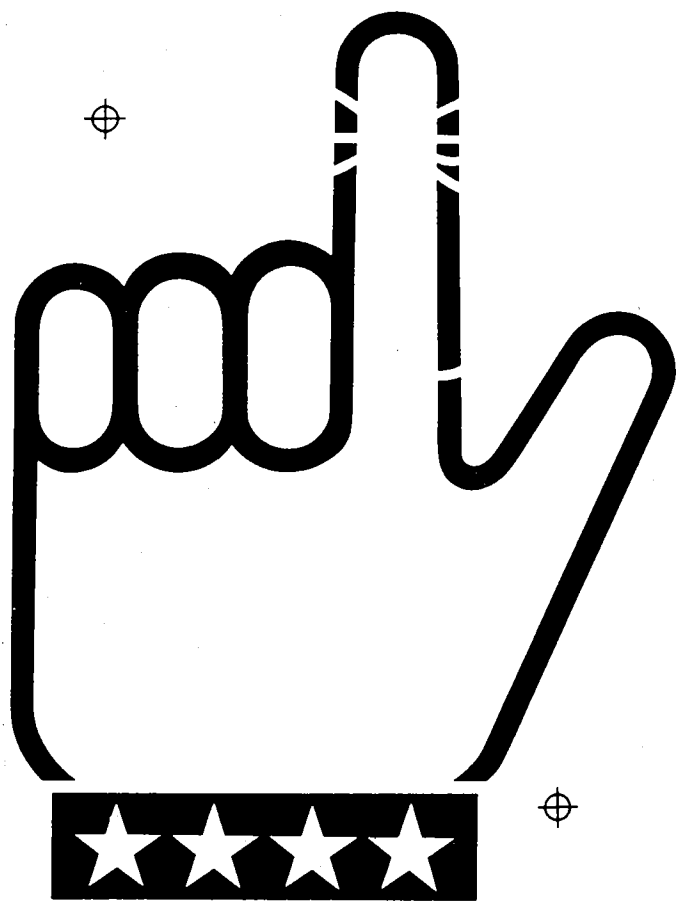
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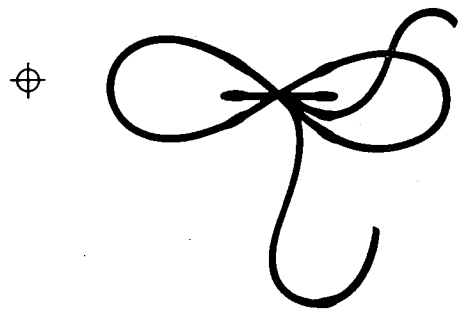
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BLUE PLATE—2-COLOR



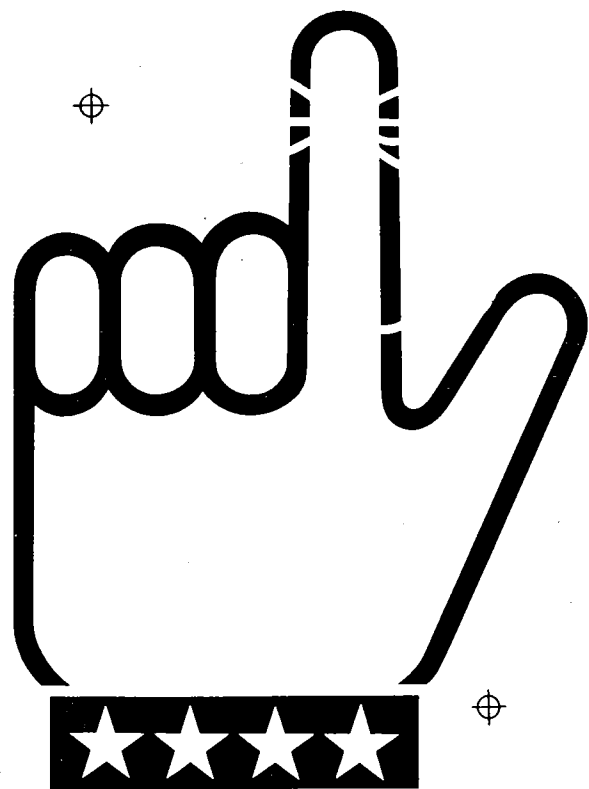
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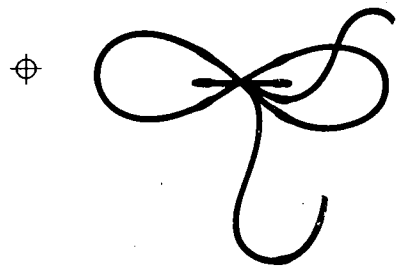
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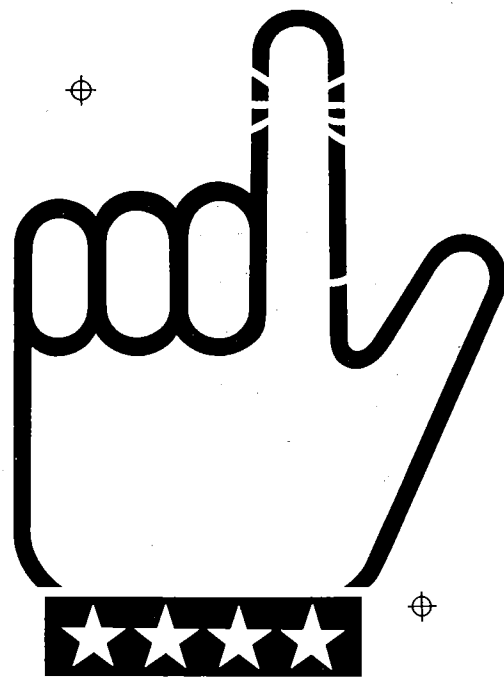
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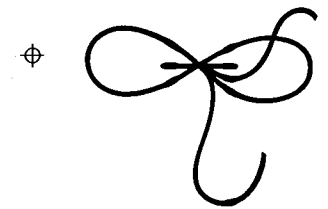
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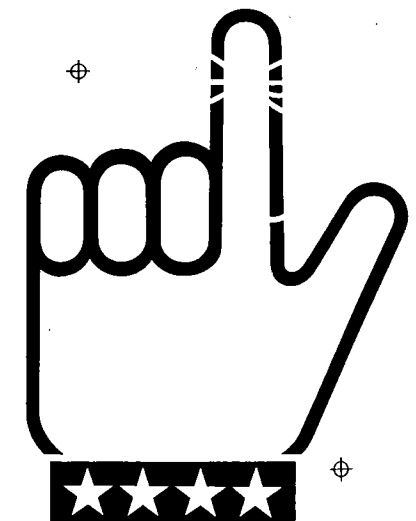
ONE COLOR



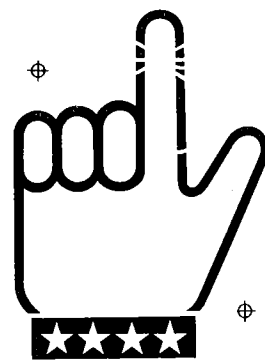
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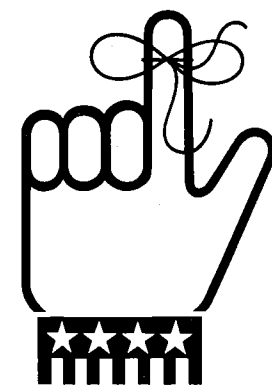
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litter**



RED PLATE—2-COLOR



ONE COLOR

**fight
litter**



LITTER MATERIALS
Recommended by U.S.B.A.



- Fight Litter Symbol (Gummed Back) Prices based on quantities of 1,000.

	<u>5,000</u>	<u>10,000</u>	<u>15,000</u>	<u>25,000</u>
11"x14"	\$144.00	\$134.00	\$131.00	\$128.00
4"x22"	87.00	76.00	73.00	70.00
5"x7"	55.50	40.00	36.00	31.50
3"x6"	30.50	27.50	24.00	20.50
3½"x5"	30.50	27.50	24.00	20.50
1½"x2"	19.00	12.50	11.00	8.00

Business Photo Reproductions, 345 Hudson St., N.Y. 10018

- Litter Bags with Fight Litter Symbol (Minimum 1,000) Prices based on quantities of 1,000.

<u>1,000</u>	<u>3,000</u>	<u>5,000</u>	<u>10,000</u>	<u>25,000</u>	<u>50,000</u>
\$43.00	39.00	33.00	27.00	24.00	22.00

The Noteworthy Company, 100 Church Street, Amsterdam, N.Y. 12011

- Permanent Containers - Automobile & Truck (Minimum 144)

Type "A" - Weighted Base Type #971

<u>144</u>	<u>1,000</u>	<u>5,000</u>	<u>10,000</u>
.66 ea.	.61 ea.	.59 ea.	.57 ea.

Kravex Manufacturing Corp., 634 Prospect Place, Brooklyn, N.Y. 11216

#

Type "B" - Hanging Type # 2989

<u>144</u>	<u>1,000</u>	<u>5,000</u>	<u>10,000</u>
.72 ea.	.69 ea.	.67 ea.	.64 ea.

Jack Niesi Sales Co., Inc., 1562 Richmond Road, Staten Island, N.Y. 10304

- Litterbox - This sturdy, disposable litter container, with the Fight Litter symbol imprinted is made of double-walled, moisture resistant corrugated board; 19" square by 30" high and has a 50 gallon capacity. Recommended for all types of outdoor events.

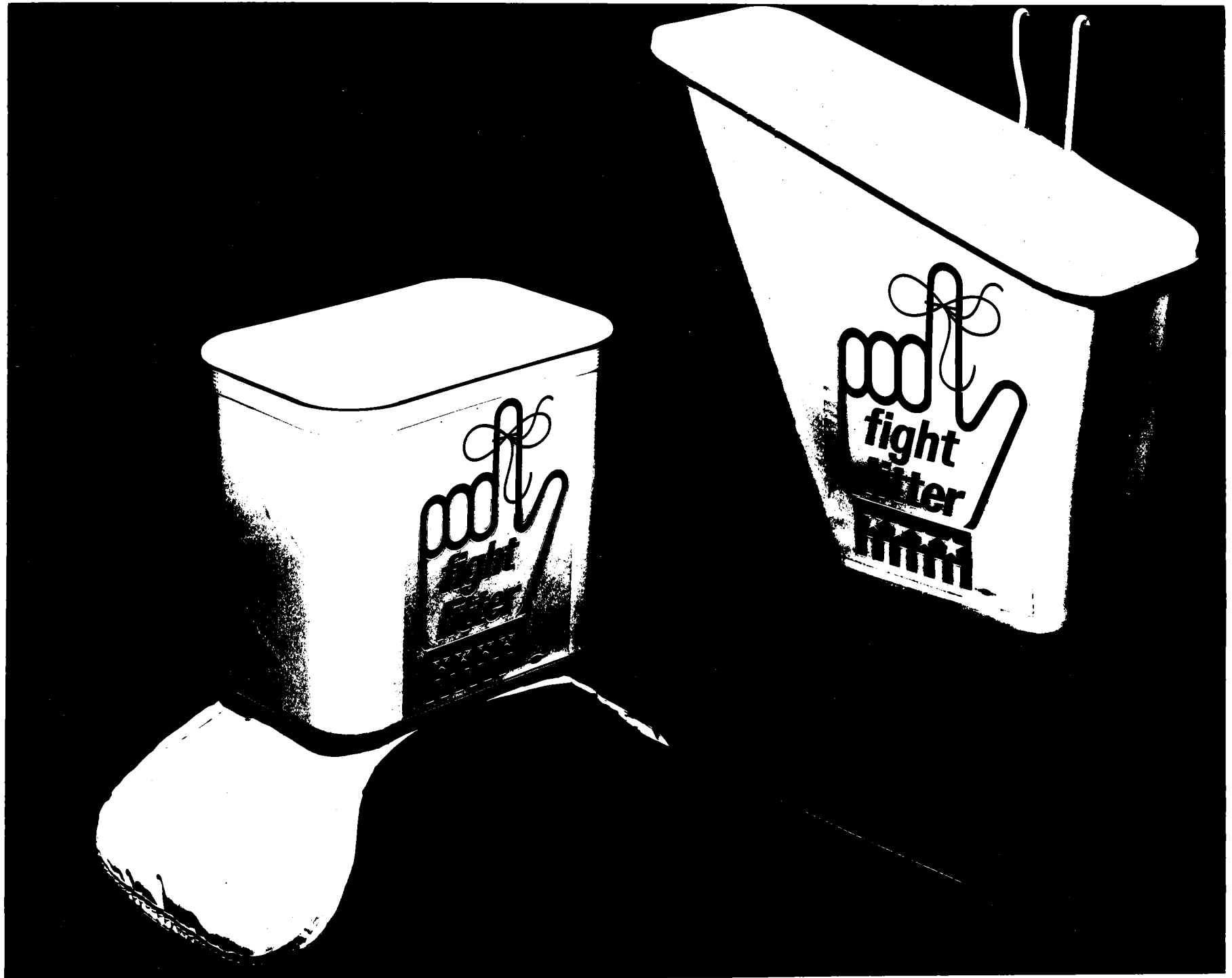
<u>25 (minimum)</u>	<u>50</u>	<u>100</u>	<u>250</u>
\$23.13	\$46.26	\$92.52	\$231.29

Owens-Illinois, Inc., P.O. Box 1035, Toledo, Ohio 43601 - Att: Public Relations Department

- Supplied by United States Brewers Association, Inc.

U.S.B.A. Litter Guides

Retailer Poster



fight
after

fight
after



United States Brewers Association, Inc.

535 FIFTH AVENUE · NEW YORK, N. Y. 10017

MURRAY HILL 2-2400

HENRY B. KING
PRESIDENT

TO THE MEN AND WOMEN OF THE BREWING INDUSTRY

In an effort to give added impact in identifying the United States Brewers Association's recently approved eight-point litter prevention program, the Association has prepared this kit, which includes material recommended by the Litter Sub-Committee, for use by USBA members, wholesalers and retailers. Retail posters, litter bags, vehicle trash receptacles, "Fight Litter" decals, bumper stickers and posters provide areas for the involvement of all industry segments.

A list of alternative statements for industry six-packs are included as a guide for brewer consideration.

The National Council of State Garden Clubs LITTER LETTER and the INDUSTRY LITTER GUIDE provide the proven ideas and action plans for effective industry and public litter prevention activity.

Industry-wide use of this material will assure an improved public awareness of the brewing industry's leadership role in making a meaningful contribution to Keeping America Beautiful.

The support of each segment of the industry is urged in this expanding and continuing program.

Cordially,

A handwritten signature in cursive script that reads "Henry B. King". The signature is written in dark ink and is positioned below the typed name.



Alternate Suggestions - Six Pack Statement

YOU CAN TAKE IT WITH YOU - DON'T LITTER!

PLEASE DON'T LEAVE ME - HELP STOP LITTER!

LITTER LOWERS OUR NATION'S VALUE - PLEASE DON'T LITTER!

PRESERVE YOUR NATION'S BEAUTY - PLEASE DON'T LITTER!

LITTER HURTS EVERYONE - PLEASE DON'T LITTER!

PLEASE DISPOSE OF THIS CONTAINER PROPERLY

TAKE PRIDE IN AMERICA - PLEASE DON'T LITTER!

ENJOY THE GREAT AMERICAN SCENE - PLEASE DON'T LITTER!

AMERICA THE BEAUTIFUL - IF WE DON'T LITTER!

HELP WEED OUT LITTER - PLEASE DISPOSE OF THIS PACKAGE PROPERLY



PLEASE!



DO NOT LITTER



**YOUR
STREETS AND HIGHWAYS
WITH
EMPTY CONTAINERS**



EIGHT POINT LITTER PROGRAM

United States Brewers Association, Inc.

- 1 - That it be the policy of the United States Brewers Association that all members supply suitable permanent and properly identified trash containers to all employees for use in their personal vehicles and company vehicles.
- 2 - That members of the United States Brewers Association recommend to their wholesalers that trash containers be installed in all company and personal vehicles of the wholesalers.
- 3 - That each brewer member of the Association recommend to its suppliers that suitable trash containers be installed in all company and personal vehicles for its suppliers.
- 4 - That each brewer member of the Association and his wholesaler recommend to their retailers that suitable trash containers be placed in their outlets and installed in their company and personal vehicles.
- 5 - That members of the United States Brewers Association recommend to all mass media people with whom they deal that trash containers be installed in their employees personal and company vehicles.
- 6 - That some type of statement appear in prominent type on the side of every six-pack container regarding the improper disposal of the package and the relationship with existing laws.
- 7 - That members of the United States Brewers Association if possible and where appropriate, in one minute commercials featuring non-returnable packages, show proper disposal of such packages.
- 8 - That a joint committee to deal with the litter problem be established with the soft drink industry, the package manufacturing industry and insofar as possible, the food packaging industry. That this joint committee concentrate its efforts on the question of law enforcement. Keep America Beautiful would be used by the brewing industry as a vehicle for implementation.





THEY ARE FREE OF THEM
AND I FIND THEM
AS I FIND THEM
AND I FIND THEM



20

STAY OFF THE LAND

THEY'VE BEEN CLEAN AND FREE OF LITTER

AND YOU'VE OWNED THE LAND AS YOUR OWN

MENT OWN AS A SECOND HOME AND FIND THEM

THEY'VE BEEN CLEAN

LAND



KEEP IT CLEAN!

U.S. DEPARTMENT OF THE INTERIOR • BUREAU OF LAND MANAGEMENT

Don't

THE

OUTDOOR



U.S. DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT



OUTDOOR

AS A USER OF PUBLIC LANDS

- KEEP THE LAND CLEAN AND FREE OF LITTER
- RESPECT AND TREAT THE LAND AS MY OWN
- LEAVE GATES AND FENCES AS I FIND THEM
- OBEY HUNTING AND FISH LAWS
- BE RESPONSIBLE

RESPONSIBLE



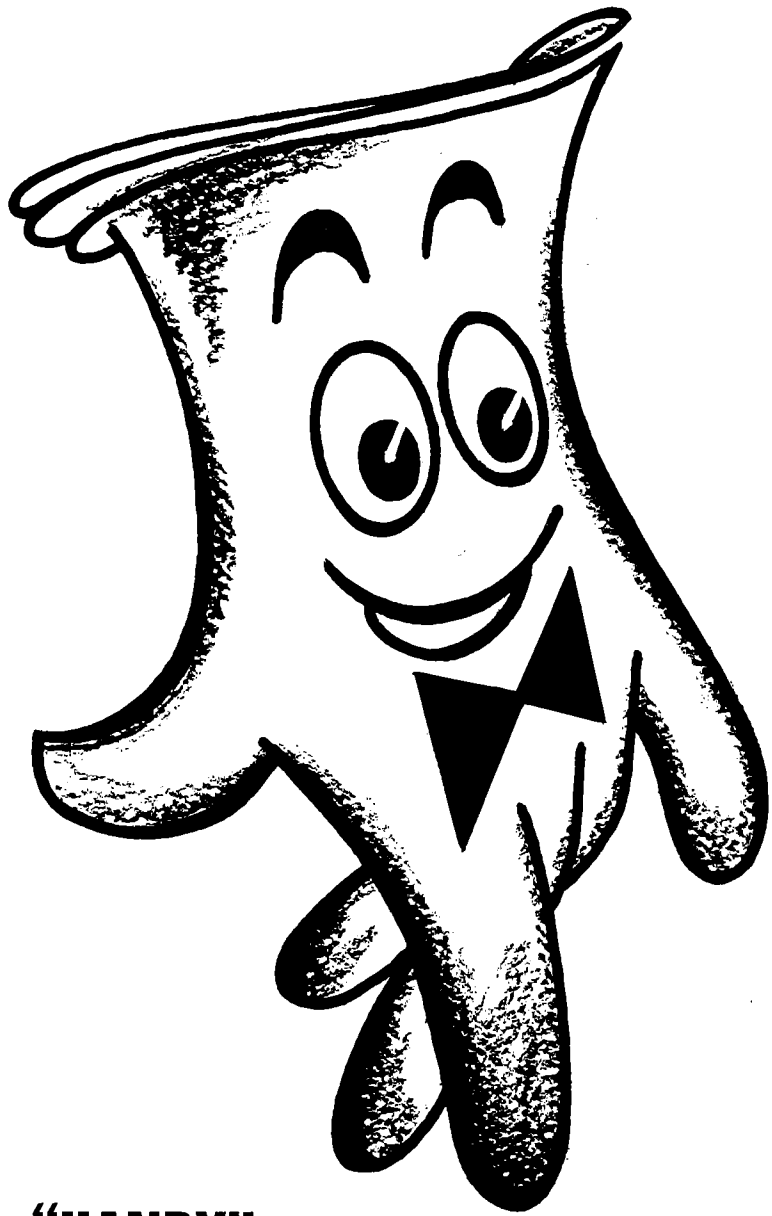
U.S. DEPARTMENT OF THE INTERIOR • BUREAU OF LAND MANAGEMENT



United States Brewers Association, Inc.
535 Fifth Avenue, New York, N.Y. 10017



*A Kit Prepared By The
U. S. Brewers Association, Inc.
To Help YOU Keep America Beautiful*



**“HANDY”
SAYS:**

HANDS ALON

“HANDY”

**INCLUDING
FIFTY WAYS
TO
LESSEN LITTER**

FOREWORD

For two equally important reasons, the National Association of the soft drink industry is vitally concerned with the problem of litter as a blight on national beauty:

1. We know that keeping America beautiful will require the combined efforts of individuals, government and the entire business community.
2. We recognize that, among the hundreds of items that end up as litter, some carry the names of our members' products.

The industry believes that by participating actively in anti-litter movements we can demonstrate good corporate citizenship while working in an area of direct and proper concern. We believe that industry-wide recognition of the worth of such efforts can result in new and more vigorous conduct of the war on litter.

Litter doesn't just happen — people create it.

Litter won't just stop — people must help clean it up and educate others to put trash in its proper place.

This guide is an effective summation of nearly all that is known about litter, and of most of the procedures successful in stemming its rising tide of ugliness. The guide is also a timely companion to the industry's support of Keep America Beautiful, Inc., the national public service agency for anti-litter education. As a part of the Association's litter prevention program for our membership, the guide is offered in the hope that it may spark new ideas to enable you, your colleagues and your community to lessen litter more effectively.



Executive Vice President
National Soft Drink Association

JOHN E. EVANS
*Consultant to the
Litter Control Committee of
the Soft Drink Industry's
National Association*

*Mr. Evans,
author of this Guide,
is a former state official,
co-editor of the Litter Letter
of the National Council
of State Garden Clubs,
and a member of the staff of
Glass Container
Manufacturers Institute, Inc.*

*GCM
has made Mr. Evans' services
and information
available for the benefit of
the soft drink industry.*

"HANDY" GUIDE

By John E. Evans



Why Me?

CHAPTER I

You probably don't know it, but you, as a manufacturer and seller of soft drinks, are on trial. Specifically, you're accused of marring America's beauty by using one-trip containers which don't have to be returned . . . containers being turned into litter at a greater rate than ever before.

Unrealistic Controls Proposed Instead of seeking new ways to control and contain reckless litterbugs who have neither respect for beauty nor regard for courtesy, many influential individuals are seriously advocating either elimination or heavy taxation of items they find offensive in litter, principally one-way cans and bottles. Look at these examples from a Bill of Particulars pieced together from newspapers.

A Tuckahoe, New York, citizen appeared before his Village Trustees to ask "Why can't we charge the companies (that sell products ending up in litter) for cleaning up the mess?" He said advertising of containers as disposable is "an invitation to throw."

A Georgia newspaper featured an article on despoiled campsites with graphic prose that included the following comment about easy-open cans: "Hundreds of lids were scattered along the beach." Within days, letters to the editor columns carried demands that easy-open cans be outlawed.

Readers Asked to Protest With a press release reportedly mailed to every newspaper in the country, a magazine for hunting dog owners declared war on non-returnable bottles, particularly those used by soft drink manufacturers. According to the press release, the magazine is urging "its readers, sportsmen's clubs and conservation organizations to begin a letter writing campaign to blunt or prohibit the switchover to throw-away bottles for soft drinks. The targets it suggests are the presidents of bottling companies, senators and congressmen."

Congressmen Approached And there is very likely a connection between letters printed in national magazines like the one in *Business Week* and the fact that Congressional candidates in two states have run on platforms including the promise of federal action against one-way containers. The writer of the letter to BW expressed the hope "Congress can

be persuaded to impose a whopping 'litter tax' on the merchants of the 'convenient no-deposit, no-return throwaway' containers which today advertise their makers so prominently along the margins of our parks and highways."

One bottling industry magazine summed it up in an editorial which called litter "one of the most serious problems facing the industry today." The editors noted that litter is a problem "still not recognized by the vast majority of bottlers as increasingly grave," and prophesied that "the litter problem — ignored and untreated — can have a most serious effect on both the industry's image and on the bottler's actual packaging and marketing practices." Similar serious views of litter in relation to soft drinks have been aired in other publications serving the industry.

"Business Bystander" The plain fact of the matter is that you, a business bystander to the legal and moral crime of littering, are being cast in the role of defendant and, as have soft drink men in such widely separated areas as Detroit and Seattle, will find yourself presumed guilty until you prove your innocence.

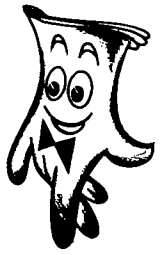
As a representative of an industry dispensing some 4,000,000,000 non-returnable containers a year, chances are the day will soon come—if it hasn't already—when you will be asked what you are doing about litter.

That's where this booklet comes in. It offers the facts you need to talk about litter with confidence, and it outlines activities you can undertake to help reduce litter in your community.

As a businessman you have much to gain by joining in the growing campaign against litter. You'll find that helping to make your community and your country more attractive can be a rewarding venture, profitable both to your pocketbook and your pride.



The REAL problem — national carelessness.



Would You Believe?

All too many Americans envision litter as a mammoth pile of beverage containers. It is this view that has given rise in more than two dozen states to proposals to ban or tax non-returnable containers. Proponents of such actions reason that if you get rid of one-way bottles and cans, there'll be no litter and therefore no litter problem.

This would be simple if it were so — but it's not.

Litter—Just What Is It? Cans and bottles, both soft drink and beer, constitute a meager percent of the litter accumulation of the average area. Just as in your garbage can or at the city dump, paper and paper products top the list of items in litter, which range from candy wrappers to cuckoo clocks.

But don't let those low estimates fool you into thinking that your containers and cartons aren't prominent in litter. Look below at examples of official studies on the items in litter beside a Kansas Highway.

Vermont Ban Fails From 1953 to 1957, Vermont enforced a law banning the sale of beer or ale in non-returnable glass containers. This prohibition ended after an official State Litter Commission studied the litter situation for two years and concluded that "the ban on non-returnable glass containers has not lessened the quantity of roadside litter."

KANSAS MILE STUDIED

In Kansas, which spends more than a quarter million dollars yearly to tidy up its 10,000 miles of state highways, a tabulation was made of the items picked up along one mile of a major two lane highway near a city of 17,000 population. The litter included:

Paper Cups	770	20	Highway Maps
Empty Cigarette Packages	730	16	Empty Coffee Cans
Beer Cans	590	10	Shirts
Pop Bottles	130	10	Tires
Beer Bottles	120	4	Bumpers
Whiskey Bottles	110	4	Shoes—No Pairs
Beer Cartons	90	2	Undershirts
Oil Cans	90	10	Burlap Bags
Paper Livestock Feed Bags	50	2	Comic Books
Paper Cartons	30	2	Bed Springs
Magazines	26	270	Miscellaneous Items

Seven Litter Categories As part of this study the Vermont Commission surveyed litter accumulations throughout the state. Highway litter was found to be composed of seven categories of objects, which, in the order of their quantity were:

- Paper and Paper Products (Newspapers, Magazines, Cups, Plates, Cleaning Tissues, Cartons, Cigarette Packages, Six-Pack Beer Cartons, etc.)
- Household Trash (Usually in Paper Bags or Boxes)
- Metal Containers (principally Beer Cans, but including a Large Number of Oil Cans and Some Food Containers)
- Luncheon Remnants
- Junked Automobiles and Parts
- Lawn Clippings, Leaves, Limbs and other Yard Debris
- Glass Containers (Soda Bottles, Milk Bottles, a Small Number of Deposit Type Beer Bottles and Some Non-Deposit Bottles on Roads Near the Massachusetts and New Hampshire Borders).

Bans Again Discussed Although similar bans or special taxes have been discussed in other states, both before and since the Vermont action, this law, abandoned as ineffective, remains the only example of adoption of legislation or regulation against convenience containers of any type. Attempts are again underway and can be expected to increase in frequency and intensity as national indignation rises over the blight on beauty caused by people, not by things.

Pick-up Costs Climb As a starting point for your anti-litter activities, you should know the dimensions of the litter problem, and some of the steps which have been taken to control it.

For example, would you believe:

That litter clean-up costs more than a half billion tax dollars each year, with the cost of picking up each empty soft drink container from the roadside reportedly ranging from 35 cents in California to 60 cents in Illinois?

That every state and most cities have specific laws against littering, with fines ranging from \$10 to \$500, and that in New York City alone,

litterbugs pay fines of more than \$200,000 yearly at a maximum rate of \$25?

7,000 Anti-Litter Groups That there are more than 7,000 community groups and organizations active in the national anti-litter movement?

That some 70 million Americans — men, women and children — are affiliated with more than 60 national public-interest organizations that are conducting various kinds of anti-litter programs?

That accumulations of trash and litter are responsible for more than 44,000 homes fires in a year — representing a loss estimated at more than \$26 million?

That a long holiday weekend will produce enough litter to fill up about 2,200 freight cars, or a line of trash trucks 43 miles long, or to cover a four lane highway from Boston to Detroit, or fill a hole 10 feet in diameter and 26 miles deep?

That if the litter dumped on U. S. streets and highways in a year were put in one pile, that pile would cover as much space as the Pentagon, the world's largest office building, and rise to three times the height of the Statue of Liberty?

That there's no special season for littering, with trash accumulations running as high in most places in the winter as in the summer?

Litter Out-Explodes Population That the amount of litter in the U. S. is increasing faster than the population? While the population increases at the rate of just over 1% per year, litter is growing at a 6% rate.

That merely to keep its streets clean, Los Angeles annually spends an amount equal to the cost of four hundred new schoolrooms?

That in a three year period in Connecticut, a small state, there were 621 accidents caused by vehicles hitting or swerving to avoid foreign objects on the roads: that 261 resulted in personal injury, and 360 in property damage with an economic loss of \$611,000?

That business and trade organizations are currently spending \$1,000,000 a year to fight litter, and that over the past decade their expenditures have been estimated at \$10,000,000?

Anti-Litter Programs Do Work That anti-litter educational programs do work — as shown by Wisconsin, which through an aggressive Anti-Litter effort reduced highway clean-up costs from \$474,000 to \$383,940 yearly over a three year period; by West Virginia, which attributes the establishment in the state of 46 new plants providing 5,000 new jobs, to an aggressive clean-up campaign; and by Connecticut, which in one year cut the cost of cleaning up highway litter from an estimated \$300,000 to \$150,000?

That the cost of removal of highway litter amounts to \$1.10 per highway vehicle annually, and a little less than one dollar per licensed driver in the U. S. — a total of \$100 million each year?

SIX BASICS OF LITTERING That an in-depth motivational research study conducted by the Institute for Motivational Research established that there are six basic causes for littering, which are:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

These facts about litter are from the files of official government agencies, state and local anti-litter organizations, private researchers, and Keep America Beautiful, Inc. They form a grim background for the kind of public concern which leads to broad support for any measures, which, like taxing or banning convenience containers, seem to promise a quick or sure cure for the litter problem.

Litter is in the Spotlight Sound and basic anti-litter activities are becoming more vital than ever as millions of individuals respond to the attention being given litter by the nation's press and through the personal efforts and involvement of President and Mrs. Johnson.

Although the Johnsons, the people at Keep America Beautiful and everyone else who knows much about litter, have no desire to see discrimination against any product, and know that it is only by educating the litterers that litter can be reduced, sound litter leadership is lacking in many communities and even in many states.

This is where you come in.

As a protector of your product, and as a good citizen as well, you can provide leadership against litter at the local level.

How? Well, read on.



CHAPTER III

So What To Do?

There's no magic by which a Mayor's proclamation, a two-week junk collection campaign, a school essay contest, a parade or any number of similar superficialities will summon a Genie to clean up a town. To be truly effective, a litter-prevention program must be based on four realistic elements:

1. **Having rules for people to follow.**
2. **Making it easy for people to follow the rules.**
3. **Educating people to follow the rules.**
4. **Being firm with people who disregard the rules.**

It is within the framework of these four basics that you, through your business, the civic clubs to which you belong, your Chamber of Commerce, your PTA or other avenues of your choice must work to make a meaningful contribution to the War on Litter.

Helping Others Help You And make no mistake about this — your contribution *can* be meaningful. Garden Clubs in nearly 16,000 communities coast-to-coast are now receiving bi-monthly "Litter Letters" as guides to effective action in stimulating creative and constructive attacks on litter and the people who litter. The National Association of the soft drink industry is co-sponsoring these Litter Letters. The very fact that these clubwomen know of your industry's interest, and of potential support from you and others in the local business community can mean the difference between their tackling the job in a constructive vein, or merely joining in the search for some easy answer, such as legislation or regulation of products in litter.

No two anti-litter programs, be they run by manufacturers, public officials or civic leaders, will be handled in just the same fashion. To become active in the War on Litter you must decide what you — in the light of your interest and resources — can do best to help lick litter.

Some General Guidelines This being so the paragraphs that follow offer some general guidelines and observations bearing on the formulation of your contribution to litter prevention. The Chapter ends with Five First Steps to get you off on the right foot. In the Appendix are 50 things from which you can pick and choose to build a program and make a contribution that is uniquely yours. Also discussed are specific materials that you can use to further your efforts.

Your first question probably ought to be: What kind of anti-litter effort is needed? If there has been little concern about the litter problem in your area, a quiet, preventive program instituted gradually over a period of time, is likely best. If there is concern but little leadership evident, then a more aggressive approach, perhaps with the formation of a full-blown Citizens Committee, is in order. And if you face the threat of legislation or regulation of your products because of their presence in litter, an all-out effort is obviously called for, and the help of your state or national trade association should be promptly enlisted.



Beautification and cleanup projects now get top priority in Washington. Here some of the 500 delegates to a National Youth Conference hear the story from the White House level.



Youngsters enjoy taking part in cleanup drives. Their thousands of willing hands are ready to help solve the litter problem.

Work With and Through Others Whatever the status of the litter problem you face, and whether you subscribe to the theory that “many hands make light work,” or that even older saw about misery loving company, it’s a good general rule that the more people you involve in an anti-litter effort, the more effective it’s apt to be. The best beginning is to interest your fellow industry members in participating in a joint anti-litter effort through which you share the costs, work, and hopefully, glory. The litter problem affects all whose products involve litter, and a united front makes for better acceptance of your efforts.

Willing Workers Await After you’ve enlisted your colleagues, look around for anti-litter activists already functioning in your area. More than 30 states and some 7,000 local communities around the country have organized anti-litter efforts. If you can join one of these — and all of them are looking for people who will take an interest and perhaps spend a little money — you may find that you can do a significant job of reducing litter and creating good will with a lot less effort than you had anticipated.

In fact, working through these existing organizations may be the only way you can reach school and youth groups, which are important to any well-rounded anti-litter program. As you well know, anything



Successful anti-litter drives require leadership, a workable plan, and a certain amount of equipment. Industry’s assistance is essential.

that smacks of an outright promotion is apt to find rough going in many school systems.

Educational Groups Helpful The best way around this, if you have no local anti-litter organization through which to work, is to enlist the local PTA’s and chapters of your state education association. They share your concern with litter, and have a degree of involvement with school and youth groups that you are not likely to achieve.

In this same vein, it’s best to make no bones about the self-interest that prompts your involvement in the anti-litter wars. If you try to picture your interest as pure good citizenship (which it also is) there will almost certainly be some sorehead around who’ll accuse you of being involved only to protect your product, and the defensive position this places you in isn’t a bit helpful to the good you’re trying to accomplish.

Acknowledging the presence of your products in litter and proudly proclaiming your support of anti-litter efforts as an example of enlightened self-interest, can help win friends and allies. It should be noted, however, that the anti-litter efforts and contributions undertaken beneath this banner must be sincere to be successful, and must be directed at eliminating all kinds of litter, not just containers.

Set A Good Example You may also keep in mind that in introducing your anti-litter program little things mean a lot. An extensive and expensive anti-litter campaign run by one company fell apart when a prominent newspaperman denounced it as a sham because he found that not one of a fleet of vehicles used for sales and deliveries carried a litterbag. The "do as I say, not as I do" approach has no place in an honest effort to make your community cleaner.

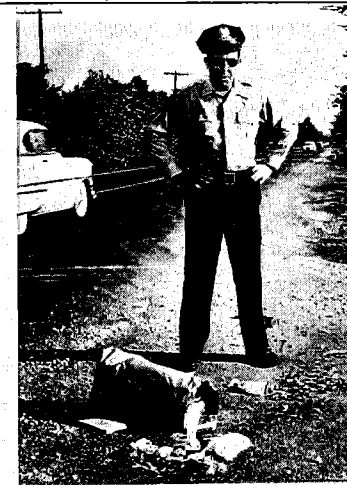
A good offense is your best defense against the kind of discriminatory legislation and regulation which, in the name of lessening litter, would prohibit or tax your use of non-returnable bottles and cans. In areas where a successful anti-litter program is in effect such proposals seldom secure a toehold of public or official support.

A Word About Legislation But when, as, and if you are faced with the threat of such a ban, your response should take the form of positive proposals, not defensive denunciations of the measure or its sponsors.

In the 1966 Michigan Legislature, a bill was introduced to require a deposit and refund on all beer and soft drink containers, with the avowed purpose of lessening litter. The opponents of the bill, instead of directly attacking it, pointed out to the Committee considering it alternative means of limiting litterbugs. As a result, the Committee drafted new anti-litter laws, giving increased authority to enforcement officials and zeroing directly in on the people who cause litter.

Sensible Enforcement Urged Perhaps the two most effective keys to the lessening of litter in need of emphasis today are adequate, sensible laws, and sound enforcement. A booklet spelling out the basics of litter laws and ordinances is available from Keep America Beautiful, Inc. You can order it via the form in the Appendix. There is much you can do to stimulate good litter laws, and even more to convince enforcement officials that making the laws meaningful is an important part of their job. The degree to which litter laws are enforced is in direct proportion to the public interest and attention felt by enforcement officials.

Maryland Programs Cited These, then, are your general guidelines. To fill out your program turn to the Appendix list of Fifty Things You Can

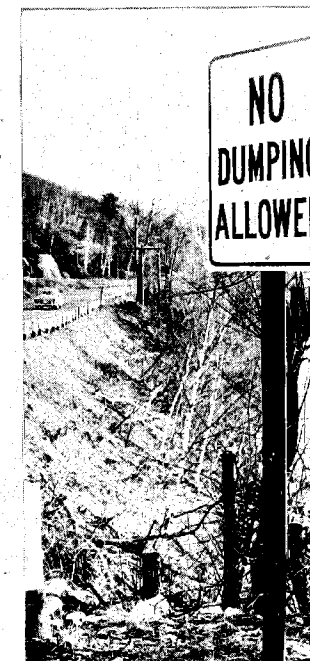


This Indiana officer is probably wondering what litter-and-run motorist left this mess behind.

Dockside litterbins could help put a stop to the growing pollution of our lakes and streams.



Highway surveys show that litter is anything portable. In this illustration the list runs from a gas stove to paper plates, from cartons to food containers. For such willful violation, the only solution is . . .



Strict enforcement of existing anti-litter laws, or the enactment of new legislation providing reasonable penalties.

Do To Lessen Litter. You won't be able, and won't want to use all of them, but by picking and choosing carefully, you can build a program of real effectiveness. As an example of what can be done, look at this effort undertaken by the Maryland Bottlers of Carbonated Beverages over the past several years:

Working with a state anti-litter commission, and in conjunction with other industries, Maryland bottlers have placed more than 150,000 attractive litter bags in use, emphasizing equally state residents and the tourists who pass through and visit in Maryland.

Widely using litter prevention messages in the regular advertising of many of the members in a variety of media.

Arranging sponsorship of special anti-litter radio spots to tie in with holiday weekends and other heavy litter periods. One member company alone underwrote the cost of 272 anti-litter spots over a single holiday weekend.

Assisting members in developing litter prevention messages for cartons and carriers of soft drinks, with copy keyed to support of the state Keep Maryland Beautiful organization.

MBCB Executive Secretary E. W. Piper has made his monthly bulletins to members an effective means of spreading information and encouragement on anti-litter efforts. He includes reminders of the litter problem, descriptions of meetings of cooperating organizations and the association's anti-litter committees, and new proposals for action efforts.

Multiple Dividends The Maryland bottlers' contributions have been returned many-fold in good will and good relations with the state and through its civic organizations, as well as by excellent publicity in local newspapers and on radio and television. Their program has helped build momentum with officials and with other businesses, and shows every sign of having become a continuing, broadly-based effort to keep the state clean and attractive.

Start with the Five First Steps that follow. Turn to the Appendix and scan the list of Fifty Things You Can Do To Lessen Litter. Pick those that lend themselves to your community, your business and your abilities. Then put aside this booklet and get to work — Good Luck!

Decide just how determined you are to do something about litter. Make a mental commitment as to whether you are going to be a leader or a follower in this field.

Decide whether you are going to spend money (and, if so, how much) in this effort or whether your contribution will be through the donation of your time (in speeches, meetings, etc.) or equipment (like loaning a truck to a civic club for a trash pick-up day) to the efforts of others.

Determine what sort of litter prevention activities now exist in your area, and where you would fit into their scheme of things.

Determine the sort of official support which can be expected for a strong citizen-led litter prevention program. Will elected officials endorse a clean-up movement? Are there laws now in existence that can be enforced against litterbugs?

Declare your personal War on Litter. Write the first letter or make the first telephone call to set in motion your personal involvement. If you delay you'll likely never do it. If you do it, you'll never regret it.



Fifty Ways to Lessen Litter

APPENDIX

- I. Fifty Things You Can Do To Lessen Litter**
- II. A Sample Speech About The Litter Problem**
- III. A Sample City Litter Survey Form**
- IV. A Sample Proclamation For Litter Clean-Up**
- V. A Sample Press Release For The Proclamation**
- VI. A Picture Story Suggestion For The Proclamation**
- VII. A Sample Press Release For School Anti-Litter Activities**
- VIII. A Picture Story Suggestion For A School Program**
- IX. Order Form For Keep America Beautiful, Inc. Materials**

1. Sponsor a litter survey of your community. Have the area covered by sections, taking pictures of litter accumulations and other spots to be improved. Make the results available to officials and to civic organizations for action. Enlist the aid of local news media for "before" and "after" pictures. (A sample survey form appears in the Appendix.)

2. Get on the civic club circuit with a speech about litter. A general speech you can adapt for your use is included in the Appendix.

3. Include anti-litter leaflets in paycheck envelopes, mailings to customers.

4. Start using an anti-litter message on all your mail. The Pitney-Bowes people have seven anti-litter slugs available to fit their meters at a cost of \$12 or less. Check your service man or write Pitney-Bowes, Walnut & Pacific Streets, Stamford, Connecticut.

5. Distribute litter bags to your employees — use one yourself.

6. Make litter bags available as premiums — and plug them in newspaper, radio-TV, and point-of-sale promotions. More than a hundred companies make them and thousands of firms have found them to be good advertising. Get a list of suppliers of litter bags from Keep America Beautiful, Inc., by using the order form in the Appendix.

7. Order Keep America Beautiful's complete catalog of anti-litter materials you can use as promotional gimmicks, good-will builders and premiums. Use the order form in the Appendix.

8. Take a long hard look at your office, plant, warehouses and other properties. Are they litter free? Could they be beautified in such a way as to enhance their value and also generate some sound anti-litter publicity for your effort?

9. Contribute litter containers to your local government for use in parks, playgrounds or picnic areas. KAB can provide a list of manufacturers who have standard sizes or can make up models to your specifications. Use the order form in the Appendix.

10. If you do business near a seacoast or large lake, get and distribute a supply of "boater bags" — oversize litter bags for use aboard pleasure craft.

11. Spend \$11 to get 1,000 one-inch diameter Keep America Beautiful lapel pins, or \$8.50 for a thousand smaller "Don't be a Litter Bug" buttons. Put them at each place at civic club luncheons when you speak, or get the stores that carry your products to give them out at the cash register. In the same way, use match books which carry an anti-litter message on one side, and promotion for your brands on the other. (All are listed in the KAB catalog. See order form.)

12. Provide your local police department with anti-litter leaflets or other materials for use in in-service training programs. Discuss with police and judicial officials enforcement of litter laws and tie in promotional materials with a campaign for increased enforcement. For example, signs for litter receptacles warning of fines, or mail and package insert cards pointing out how a fine for littering can be avoided.

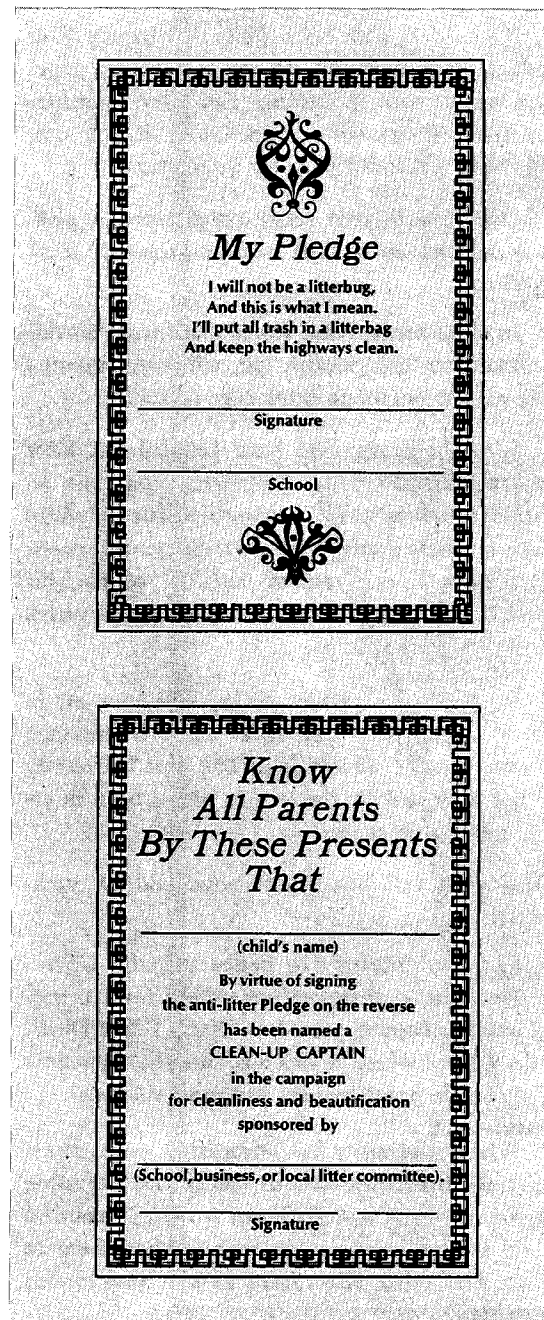
13. Make a presentation of litter bags to your local police department for each car in their fleet.

14. Do the same thing for the cars used by the high school driver training program. Provide that program with an anti-litter leaflet to be used in the course, and perhaps an anti-litter pledge card for each new driver to sign before completing the course . . . "I promise that when in control of a car I will neither throw litter on the highway or roadside nor permit my passengers to do so."

15. Talk with local school officials about sponsoring a Junior Sanitation Patrol or a Block Captain Brigade to police the schoolgrounds and surrounding areas.

16. Provide pledge cards for elementary school children to record their promise to become "Clean-Up Captains" or "Litter Leaders." The cards should tie in with the creation of anti-litter clubs in grades one through six, and might be in the form of "official" appointment.

17. Contact the "Kiddie Cartoon Show" host of your local TV station to see about making such anti-litter pledges a give-away gimmick for his listeners.



18. Provide schools in your area with prints of one or more of the excellent anti-litter films and film strips in the Keep America Beautiful Catalog. If you don't wish to purchase films, prints of some may be borrowed for school and community showing from your national association.

19. Sponsor a contest in schools or the community generally for the "Best Slogan for Keeping (Name of City) Clean." Enlist the aid of a local radio station in promoting the contest.

20. Encourage a similar contest for anti-litter posters, essays, or jingles in the schools. Arrange for display of the winning posters in stores, or perhaps on the sides or back of trucks you operate, or on municipal sanitation trucks.

21. Radio talk programs are popular in most communities. Contact the host of one in your area to arrange for litter to be made the topic of one or more programs. Be sure that you can either be a guest on the program or are assured of an opportunity to make clear the role of convenience containers in litter, or the chance for good publicity might backfire.

22. Help garden, conservation, youth or other civic clubs "adopt" a vacant or unwanted piece of land that is an eyesore which by cleaning, clearing and planting, can be turned into a beauty spot.

23. If you have a college in your community, contact fraternities to see about turning pledge activities into a "work week" program of civic beautification.

24. If you have storage facilities, keep on hand a supply of gaily decorated litter baskets or barrels. Loan them out, with the promise of collection

and removal of litter, at sports events, civic demonstrations, etc. For example, a July Fourth fireworks show at a school playground leaves an unsightly mess if litter containers are not available. Sponsor a float with an anti-litter theme for local parades.

25. At special holiday seasons such as Memorial Day and Labor Day, offer litter bags with cartons of your products. At Halloween pack in a litter bag which the children of your customers can use for trick-or-treating, and for keeping the candy and gum wrappers off the lawn.

26. As national, state, or local elections near, capitalize on public interest by urging people to "vote" for a cleaner city by "casting" litter ballots in sidewalk containers. Store posters, point-of-sale materials and truck posters can plug effectively this timely clean-up effort.

27. On your trucks prominently display anti-litter signs and posters. Such signs can be made locally or purchased from the KAB catalog at moderate costs.

28. On other company vehicles, and your own car, place an anti-litter bumper strip. Make bumper strips available to your employees or use them as premiums.

29. Work toward getting a really effective anti-litter message in a prominent position on cartons of non-returnable containers. One major hamburger take-out chain used effectively this strong message on bags, boxes and paper drink cups: "Don't be a Litter Bug! After I am empty, don't throw me on the street, in the gutter or on somebody's lawn, and have people blame ME for the mess. I've tried to help you. Please help me and . . . Put Me In A Trash Container."

30. If you deal with restaurants that handle your product, urge them to use, or give them, paper place mats with a strong anti-litter message, attractively illustrated and including, if you provide them, a tasteful plug for your brand.

31. Distribute to your retail outlets window posters urging the use of litter bags and roadside trash collectors.

32. In some areas, retail stores place trash barrels or baskets on their parking lots, with signs inviting their use for emptying litter bags or ashtrays.

33. Some beverage men have coupled anti-litter with regular advertising programs — one ran an "anti-litter sweepstakes" requiring true or false answers to seven questions on litter cleanup costs, forest fires, litter eyesores, and, of course, his brand of beverage. There were four grand prizes and 96 other awards.

34. Run either a public service anti-litter ad in your local papers, or add on an anti-litter message to your regular advertising. The small litterbug symbol encircled by the words "don't be a litterbug" takes little space.

35. Add an anti-litter tag to radio and TV commercials.

36. Get your mayor (or better yet, the Governor) to issue a proclamation setting forth a special week or holiday period as "Extra Effort Days" to keep litter where it belongs. See the Appendix for a sample proclamation and press releases.

37. When placing your advertising with newspaper and broadcast stations, ask if they are using the Advertising Council's Keep America Beautiful public service campaign materials. Urge them to do so. Get other advertisers to join you in this request.

38. Check your advertising carefully to be sure the term "throw-away" doesn't creep in when referring to non-returnable containers. Also watch out for pictures that suggest the empty container is going to be thrown carelessly away. One advertiser was swamped with angry letters after a TV commercial which showed an easy-opener being tossed over the model's shoulder.

39. Ask the service station operators in your town to stamp all road maps they distribute with an anti-litter slogan — you might provide them with stamps for that purpose, with your own identification.

40. If auto tags or drivers' licenses are sold through local government outlets in your area, see about having an anti-litter handbill distributed with each. Officials would likely welcome one imprinted with a credit line acknowledging your public service sponsorship.

41. For 29 cents each, buy and present attractive desk calendars with a Keep America Beautiful message. Order through the KAB catalogue of materials which you can get by using the form in the Appendix.

42. Follow the same procedure to get anti-litter key chains at \$7 a hundred. Have your own promotional message printed on one side for an extra \$2.50.

43. Sponsor a beautification awards program for your community. Handsome trophies and elaborate certificates cost little but win many friends. Get official blessing for the program, and have it handled through the Chamber of Commerce or some civic organization. Categories can include everything from "The Best Beautiful Block," to

the "Cleanest Schoolgrounds," to special residential and industrial awards.

44. Invite an editor to lunch. Newspaper people are generally aware that the crumpled remains of their own labors are a major part of the litter pile, and will readily cooperate with you if convinced your interest is sincere. Point out to the editor that your vested interest in the litter problem because of cans and bottles in trash is parallel to his, and that it costs no more in tax dollars to collect a can or bottle from the roadside than to pick up old newspapers.

45. Suggest to the editor that his paper spearhead a drive for a permanent community anti-litter organization, using what you have been doing through your business as a case history.

46. To help with this, get the KAB Guide for Community Organization, which can be ordered through the form in the Appendix.

47. Read your papers carefully and watch the TV news for stories that have some bearing on litter. When you see a note about some commendable anti-litter activity, write whoever did it a letter of congratulations. A little praise goes a long way.

48. If you publish a house organ or newsletter, or can contribute to one, plug anti-litter activities at every opportunity. Run a "Litter Tip of the Month" which you can adapt from this list.

49. Make the anti-litter effort a family affair for your employees. Use some of the contest ideas listed here for promoting clean-up consciousness among your co-workers. Get the employees' kids to draw posters, etc. You'll be surprised how much they can do to spread the gospel of cleanliness.

50. Whatever else you do — Don't Be A Litterbug!



"The Beauty of America is in YOUR Hands"

SAMPLE SPEECH ON LITTER

(This speech is general. Localize it with results of your Community Litter Survey or details of your Program Against Litter — if you give out litterbags or match books to the audience, be sure to work in references to them. Use this sample as a point of departure for your own words and your own story, which will be more convincing than any we could write.)

We're living in a time when the role and scope of business activities is constantly changing, when businesses of all kinds are deeply involved in what is known as "public affairs." I'm a little like a well-known actress who, when asked if she participated in public affairs, answered: "I didn't know there were any other kind."

In trying to convince more and more people that soft drinks are enjoyable products of real quality, we are constantly operating in the public eye. This imposes on us special responsibilities, and gives us special opportunities to engage in activities that might be called "public affairs," but seem to me better defined as "public service."

I want to talk today about our War on Litter, and to try to sign you up as citizen soldiers in that war.

For years the soft drink industry in America has been a major supporter of Keep America Beautiful, Inc., the national public service organization for education against litter. Currently, our efforts are being expanded to encourage local representatives of the industry, like me, to spotlight the need for community programs to eliminate litter. Appearances like this are suggested to invite others, like you, to share the concern with the mountain of carelessly discarded trash that threatens to engulf our country.

We recognize that we have a special stake in the national war on litter which has long been led by Keep America Beautiful, Inc., and which has recently received a powerful boost through the interest of President and Mrs. Johnson. We know that the containers and packages in which beverages are sold can end up on the curb or in the gutter together with a deluge of other items. All littered materials are victims of the carelessness of some individual who at home is tidy but who neither thinks about nor cares for blight on beauty caused by litter.

Some of the very people who think nothing of leaving the remains of a picnic spread over the picnic grounds, are among the leaders of movements to beautify our communities. Trying to beautify an area smudged with litter is like a woman trying to put cosmetics on a dirty face — it just doesn't work.

Where will the manpower and money come from to beautify the nation when we're spending \$1.10 for every car in the country to clean up just the federal highways — a total of \$100 million each year?

If we ourselves can stop littering — and also help educate others to stop — that \$100 million could landscape 14,000 miles of rural highway, or provide 4,000 scenic overlooks or, and this way be more important, provide gates and lights at 12,000 railroad crossings.

Right now we're losing the race against litter. As our population increases at a little over one per cent per year, the national litter load

is increasing by some six per cent per year. If we were to gather all the litter thrown on our streets and highways in just one year it would make a pile that would spread as wide as the world's largest office building, the Pentagon in Washington, and rise three times higher than the Statue of Liberty.

How are we going to turn back this rising tide of litter? By getting a lot of us who've been silent about it in the past to start preaching cleanliness and by practicing what we preach.

In some areas there has been an effort to find an easy answer to the litter problem saying — "Paper and bottles and cans are litter, let's ban or tax them and the problem will be gone."

That's the wrong answer, because the paper and bottles and cans that line the roadside don't throw themselves away — people, like you and me, throw them there. I'm sure there is not a person in this room right now who hasn't been a litterbug at one time or another. Some of you will be litterbugs this afternoon, or tomorrow or next week. How many will it be?

The soft drink industry, working with our suppliers and other interested businesses, can provide educational materials, timely reminders against littering, and can undertake school and community anti-litter programs, but we can't grab your hand as it openly engages in the ugliness of litter.

Here are some things you can do to remind yourself against litter — and to help remind others:

Get a litter bag for your car. Use it. Empty it in proper trash cans.

If you have a place of business, provide a trash basket or barrel in front for the use of your customers. Give them litterbags or other reminders against littering. See me after this program if you need help in finding how to get such items.

Urge our public officials to require strict enforcement of the litter laws of the state (and city, if the city has any). Urge them to provide litter receptacles in sufficient quantity for our population.

Help with a continuous program of public education to stimulate pride and responsibility in cleaner, safer and more attractive surroundings — with special emphasis on youth groups in and out of school — Girl and Boy Scouts, Future Farmers, 4-H Clubs, Camp Fire Girls, Junior Gardeners.

If each of us walked out of here today dedicated to doing these few simple things, and to encourage a chain reaction through our clubs, lodges and churches — the face of our community would change — would brighten — in short order.

A recent Gallop Poll found that the public placed "stop littering" in the topmost position in responding to the question "What are the things you would do if it were your job to beautify America?" There is an awareness of the litter problem. There is a need for leadership that is a challenge to each and every one of us.

Are you up to meeting that challenge?

Sample City Litter Survey Form

Directions: Divide city or part of city into zones marked on maps. Make inspection tour based on this checklist. Use common sense in grading areas, try not to be too strict or too lenient. Note special attention areas (a filthy alley or littered lot) on the back or on additional pages.

Name of surveyor: _____ Date: _____

Area covered by this survey: _____

(Map zone, street boundaries, other identification)

1. How do you rank the present cleanliness of:

(a) The sidewalks in this area

(b) The streets in this area

(c) The vacant lots in this area (if any)

(d) The Public Parks or Recreation Areas (if any)

(e) The Public Buildings in this area (if any)

Excellent	Good	Fair	Poor	Very Bad

2. What kinds of litter are most in evidence?

- scrap paper cigarette or candy wrappers garbage
 dog droppings newspapers junk or debris cans or bottles
 cigarette butts grime paper containers, cups, etc.
 fruit or vegetable peelings

(If several are present, rank in order of frequency—1, 2, etc.)

3. Does the number of public litter baskets for this area appear to be—
 More than enough Just about right Not enough

4. Do most of the property owner's garbage and refuse cans in this area appear to be—

Covered by lids? Yes No

In good condition? Yes No

Adequate in number? Yes No

Is overflow paper and bulky material
 securely packaged or tied with string? Yes No

Other comments and observations: _____

Proclamation

Whereas, litter of all forms carelessly strewn upon the streets and open areas of (community) is an eyesore that blights and corrodes the community, and

Whereas, litter lowers property values and alienates the development of new businesses and the inducement of new residents, and

Whereas, litter clean-up costs taxpaying citizens \$ _____ annually, and

Whereas, the accumulation of litter is especially heavy during the Labor Day, July Fourth, Memorial Day, etc. Holiday weekend,

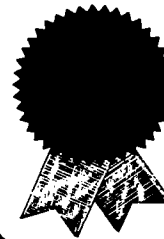
Now Therefore, I (name of Mayor), as Mayor of (name of community), do hereby proclaim the 19____ (name of Holiday) Weekend, (date), 19____, as

Extra Effort Days

for the prevention of unsightly litter, and call upon all citizens to exert an extra effort to keep (community) free from litter during this period, and throughout the years to come.

In Witness Whereof I have hereunto set my hand and caused to be affixed the seal of (community) this _____ day of _____, 19____

(signature)
 (Mayor, community)



Sample press release for the proclamation.

MAYOR URGES EXTRA EFFORT TO HALT (NAME OF HOLIDAY) LITTER

Mayor (name) today urged citizens to exert an extra effort in disposing of refuse during the (name of holiday) weekend.

In a proclamation making the holiday weekend a period of "extra effort" in litter prevention, (mayor) noted that litter accumulation is especially heavy during the holiday weekend.

(Mayor) said the clean-up of litter in (community) annually costs \$000,000,000. He estimated that the clean-up after a holiday weekend alone averages \$000,000.

"Aside from being costly, and unsightly," he said, "litter is a safety hazard and health menace."

"This holiday weekend we can prove it is possible to leave our roads and parks in a semblance of order, and to save the tax dollars now devoted to clean-up which are needed for so many other important community improvements," he said.

(Mayor) also reminded citizens that it is against the law to litter. He said local police will be keeping a sharp eye out for litterbugs during the holiday.

Picture story suggestion for the proclamation.

A litterbag project can be a good picture story possibility. Contact the local media and request them to cover it. At the same time, arrange to take your own pictures for papers not covering and your own publicity efforts. To further tie in the picture with the Mayor's proclamation, the picture can be set up with the Mayor receiving a litterbag from one of the Boy Scouts. Use the following caption as a guide:



PRACTICE WHAT HE PREACHES

(boy scout) installs a litterbag in the car of (mayor), one of (number) auto litterbags distributed yesterday at (place) by (community) Boy Scouts. The Mayor, in a proclamation earlier this week, urged all citizens to exert extra effort to make it a litter-free (Holiday) weekend. The litterbags were supplied by (company) as part of its sponsorship of a community campaign to keep America beautiful.

From: (company)
(address)
(phone)

Contact: (publicity coordinator)
(date)

Sample press release for school anti-litter activities.

Following the holiday you might urge the Mayor to make a press statement thanking the public for cooperating in efforts to reduce litter. Suggest that he urge citizens to make litter-prevention a year-round effort. As a further follow-up, be on the lookout for any outstandingly noticeable effects from the program—such as cleaner parks and highways—and, if so, inform the press.

From: (company)
(address)
(phone)
Contact: (publicity coordinator)

FOR IMMEDIATE RELEASE

RESERVE REFUSE FOR RECEPTACLES IS NEW RENDITION FOR THREE R'S

(Community) students this fall will be learning a new rendition for the three R's—reserve refuse for receptacles.

(school official) said a litter prevention education program will be included among school activities this year. The program will include special litter prevention projects in the school and community.

Kicking off the program will be a Keep America Beautiful assembly program (date) at (school) by the (your company).

Keep America Beautiful education materials are being supplied by the (your company) here as part of its sponsorship of a community program to combat litter.

(Your name) said surveys have shown that youngsters are among the nation's most ardent clean-up fans.

The Keep America Beautiful program will include a presentation of (movie) and the distribution of anti-litter brochures and buttons. Pupils will also be asked to sign pledges not to litter.

(school official) noted that the litter prevention messages presented in the school have special value since they not only reach the child but usually are also carried home to parents and other members of the family.

VII

SAMPLE PRESS RELEASE FOR SCHOOL ANTI-LITTER ACTIVITIES

Picture story suggestion for a school program.

When the date for your first school presentation is set, call the press and request picture coverage. As with all photo stories, it is best to arrange to have your own photographer on hand to make pictures, for papers which do not cover. One photo suggestion for this activity is a group of students signing pledges not to litter. The following caption will serve as a guide:



PUPILS PLEDGE HELP

Pupils of (school) sign pledge not to litter as a wind-up of a Keep America Beautiful program presented at the school yesterday. The program, sponsored by (company) included the showing of (movie and description) and the distribution of brochures telling how to keep the community clean. (community) schools this year have included a litter prevention education program as a classroom activity. Shown signing the pledge are (pupils left to right).

From: (company)
(address)
(phone)

Contact: (publicity coordinator)
(date)

Keep in touch with school officials on the progress of the school program. Watch for further publicity possibilities such as student clean up campaigns, or other community projects. Request the press to cover them.

VIII

PICTURE STORY SUGGESTION FOR A SCHOOL PROGRAM

Order form for Keep America Beautiful materials.

ORDER FORM

TO KEEP AMERICA BEAUTIFUL, INC.
99 PARK AVENUE
NEW YORK, NEW YORK 10016

DATE _____

Please rush the following materials to me:

QUANTITY	ITEM	UNIT COST	AMOUNT
_____	"Materials To Help Keep America Beautiful" KAB's Basic Catalog	No charge for 1-10 copies	_____
_____	GUIDE #1, "Litter Containers for Automobiles and Boats"	.25	_____
_____	GUIDE #2, "Litter Receptacles"	.25	_____
_____	GUIDE #3, "Litter Laws"	.25	_____
_____	GUIDE #4, "Litter-Prevention, Elementary Schools"	.10	_____
_____	GUIDE #5, "Advertising"	.10	_____
_____	GUIDE #6, "Publicity"	.10	_____
_____	GUIDE #7, "Litter-Prevention and the Motorist"	.10	_____
_____	"Business & Industry Manual"	.50	_____
_____	"Community Organization Guide"	.25	_____

TOTAL ENCLOSED \$ _____

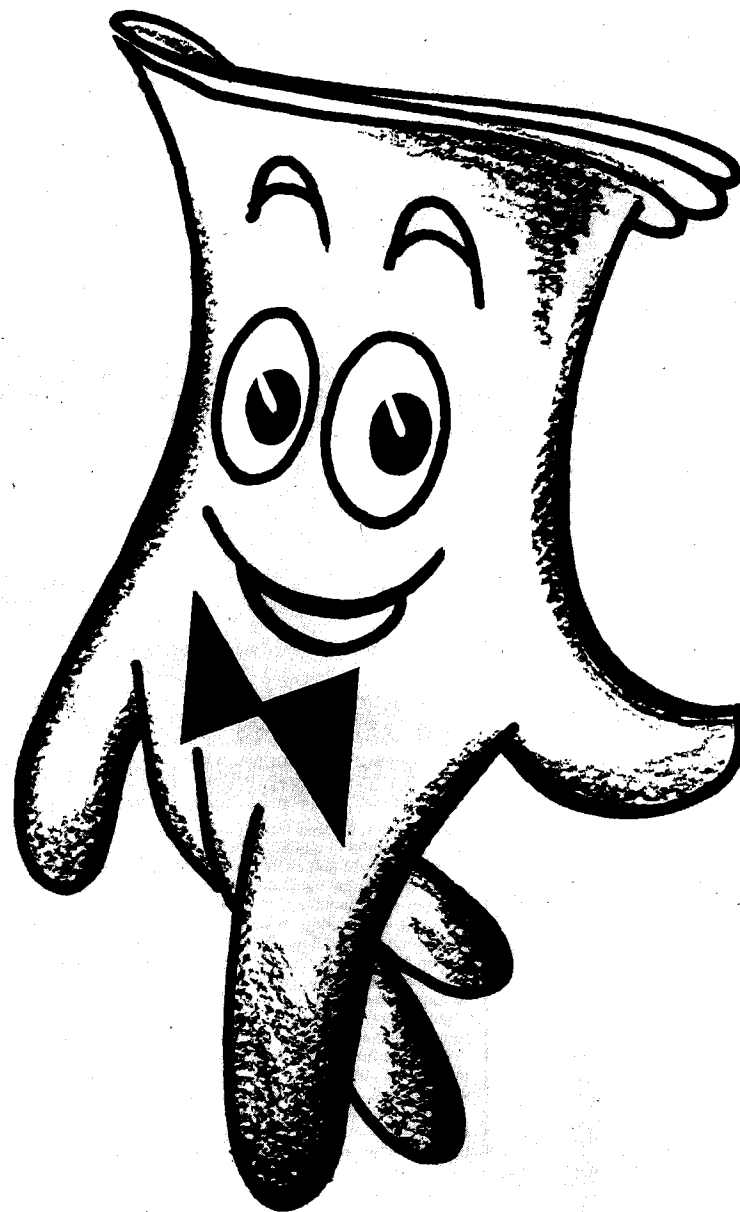
NAME _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

BMGTL



"HANDY" SAYS:

**"HANDS ALONE CAUSE LITTER:
ONLY HANDS CAN PREVENT IT"**

IX

REMEMBER



This "HANDY" GUIDE is published in support of the soft drink industry's commitment to the cause of a cleaner, more beautiful America.

NATIONAL SOFT DRINK ASSOCIATION

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