

Please don't Litter in the Bear Lake Valley- Paul
By Paul Hufziger

It is hard to forget the image of the crying Indian during the TV ad campaign in the 70's. If you are too young to be around during that time period, check out the video on YouTube. Keep America Beautiful was a non-profit founded in 1953, with the goals of three important issues. First, was litter prevention, second, waste reduction and recycling, and third, community greening and beautification. The organization ran a number of community awareness programs designed to accomplish these important goals.

Under the theme "People Start Pollution, People Can Stop It" the television ad was narrated by the deep voice of William Conrad and featured the infamous Iron Eyes Cody, who represented a Native American as he paddled his canoe down a river strewn with garbage, the river opens up into a modern day harbor with ships, tugboats, and cranes. He continues along through scenes of smoky air pollution, Styrofoam cups, and plastic scatter along the beach. Pulling his canoe up to the shore, and looking around in disgust.

Conrad goes on to describe how "some people have a deep, abiding respect for the natural beauty that was once this country" he gets out and walks towards a road with cars whizzing by him throwing a bag of trash out of the window, landing at his feet. Conrad announces: "Some people don't" as the camera pans in to a close up of old Iron Eye's with a tear running down his cheek. Conrad summarizes by saying a gravely, deep voice: "people start pollution, people can stop it".

This short but impactful clip, must not be forgotten, when it comes to other people's property, or even when driving down the public roads or when hiking, camping, fishing and biking. Some have taken to dumping their garbage on private property, while others sling beer cans, cigarette butts, and plastic cups out of their car window without a second thought.

When trash is dumped illegally, the sites are often investigated, and the perpetrators are held responsible. Idaho Statute 18-7031 states: "Littering on public or private property within the State of Idaho is a misdemeanor punishable by up to six months imprisonment and/or a fine up to \$1000, with the possibility of eight to 40 hours of litter cleanup". Please when out and about in our beautiful valley, think of others, think of the crying Indian.