WOULD YOU BELIEVE—
JOHNNY HORIZON HORACE OWL

F. D. Hole
Department of Soils
University of Wisconsin, Madison

The illustration shows three modern characters:

(1) Horizon Horace, symbol of the modern soil scientist (the drawing by George J. Buntley, and published on the front cover of Soil Survey Horizons, Vol. 1, No. 4, 1960);

(2) Johnny Horizon, creation of the U. S. Department of Interior as of 1968, who represents "the concerned citizen" whose motto is "This land is your land; keep it clean!"

(3) Woodsy Owl, launched in June, 1971 by the U. S. Department of Agriculture (creator of Smokey the Bear who has been preventing forest fires since 1945 and has earned for the Department $750,000 in commercial and royalty fees), who is out to reduce pollution to the minimum.

The late appearance of Woodsy the Owl has disconcerted the Department of Interior, which had scheduled Burl Ives, Johnny Cash and others to donate time for Johnny Horizons concerts. Johnny Horizon was expected to earn about $100,000 in commercial fees this year. But Woodsy Owl may confuse the public and interfere. White male western outdoorsman, Johnny Horizon may antagonize the many Americans who don't look like him or feel like him at all. On the other hand, Woodsy the Owl could offend nobody. Can Secretary Rogers of Interior persuade Secretary Hardin of Agriculture to consign Woodsy the Owl to extinction along with the Dodo?

In any case, the movement for cleaning up the environment, whether led by man-symbol or owl-picture, will