

EXTENSION METHODS FOR A COUNTY FORESTER

by

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### SHELTERBELTS

I like to think of them....  
those mile-long lines of trees....  
mile-long lines stretching far....  
far into thousands of mile-long lines  
across the Nation's prairie.  
Green rustling cottonwoods  
and elms and ash and cedars....  
shady groves on farms  
where thousands of little children play....  
typifying America....  
her noble gesture....  
her gallant gift.  
I like to think of them:  
cottonwoods swishing  
and shining in windy moonlight,  
elms under a summer sky,  
cedars green and festooned with snow,  
beautiful and clean and new.  
They are more than shelterbelts....  
they are America's faith  
in the future.

-Thelma Hill Ward

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## EXTENSION METHODS FOR A COUNTY FORESTER

### Introduction

As more people realize that trees should be regarded as a crop instead of a park, or just something that grows to cover the mountains, the demand for a crop specialist in forestry increases. For some time the nation and some of the timbered states have had men assigned to look after their trees - to protect the forests from fires; to harvest a supply of wood and timber, and to increase recreational opportunities.

In scattered instances timber holders began to think of their forested land as a cropland already planted by Mother Nature. They decided that by proper management this crop could be made more profitable to them. Some began to conceive of making management plans that would make of trees a perpetual income and coined the term "sustained yield".

Paper and pulp companies began to hire specially trained foresters to manage their timber holdings so that they would never run out of wood. Lumber companies are deciding they need foresters to help them manage their forests so that sawmills won't be forever on the move, leaving ghost towns behind.

Owners of small holdings of timbered land and farmers with woodlots have not felt financially able to hire a

technically trained forester to manage their timber. In some cases they have called in a consulting forester but have usually found that he could not help them much unless all the owners of a large block of land would work together on one plan. In a few cases they have done this by forming cooperatives.

In some places the need has been felt so strongly by these small woodland owners and farm woodlot owners, that county foresters have been hired. They might work either for the Federal, State or County government. They might have one, or they might have several counties under their jurisdiction. Probably the majority of these county foresters are hired in the northeastern part of the United States where a scarcity of good timber is making wood expensive enough to hire a specialist to help grow it. The agitation for the spread of these specialists is growing throughout the United States as their need becomes more apparent.

The work of these county foresters will in the majority of cases be with groups of several woodland owners or farmers with woodlots. The work of most of them will be to offer advice and technical assistance to these many tree growers. Most of the work will be of the Extension type - whether under the Extension Service, Forest Service, Soil Conservation Service of the federal Government, or under the state or possibly the county government.

With the thought of this technically trained forester trying to extend forestry methods to his county constituents, the author has tried to prepare a sort of handbook of extension methods for his assistance. He prepared this largely because he could find nothing like it when he wanted help after he was assigned as county forester on the Shelterbelt Project in Pratt, Kansas.

Fortunately, he had taken a little journalism and public speaking in his college work. With that background, and training on the job, he has been able to struggle along. Most of the illustrations that have been used to develop the principles, picked up from some of the popular psychologists of the day, have been drawn from shelterbelt experiences over the past three years.

A good share of the work on the Shelterbelt Project has been of the extension type. The entire program has been run on a cooperative basis in which the farmer in this dry windy prairie section has had to be convinced of the value of shelterbelts. The farmer had to be shown first that trees would grow in this comparatively treeless countryside, and secondly, that planted in a shelterbelt they would make sufficient barrier to wind erosion and moisture evaporation to pay for the use of land and labor. Then, after the trees were planted for him, he had to be taught how to care for them by cultivation for 4-5 years, by controlling rodents, by proper thinning and other

cultural practices.

Most of this extension work fell upon the county foresters because they had to have farmers in their counties sign cooperative agreements with the government before they would have sites for planting shelterbelts during the planting season. The entire work program of the WPA crews under their supervision depended upon the forester's ability to convince the farmers of the treebelts' value. The successful survival and growth depended as much upon the care the farmer gave his belt as upon the technical supervision of planting skills and composition.

Again, the care given by the farmer reflected the ability of the forester to explain to the cooperators the methods of care and the value of putting forth this care.

Thus it was a fertile training ground for a county forester to learn extension methods. Kansas men probably received a little better training in this angle because their State Director was formerly an Extension Service man.

#### Duties of a County Forester

According to the Smith-Lever Act of 1914, the purpose of the Extension Service is: "To diffuse among the people practical information on subjects relating to agriculture and home economics, and to encourage the application of the same." This thesis tries to develop some of the ways in which a county forester may do this job on the subject,

which is very closely related to agriculture. This job is to encourage the application of the information as much as it is to present it to the people.

The amount of extension work that a county forester will do will vary with the country he is working in and the position he holds. The methods described here will apply to him as much if he spends only a tenth of his time on extension work as if he devotes all of his time to this activity.

### Getting Acquainted

#### Key Men

A new county forester must first get acquainted with his county. He should learn as soon as possible who the key men of the county are, meet them, know them, and try to have them know him and his program. The job is too big for one man to handle alone. The forester will have to learn where help can be enlisted, who the influential men of the county with a following are who can be interested in his program sufficiently to advise him and take the initiative in assisting him.

Newspaper men are usually key men in their community. Usually they like to meet a new man when he first comes into their area. It is wise to make full use of this wedge to make friends with these newspaper people. It is their

job to know who the leaders are in their county.

If the forester can win the support of the editors, they can tell him who these people are and may often help him meet them and point out ways to win their support. They can give him much valuable advice on publicity, will help publicize his program in their papers and carry it into the many meetings open to news people. Their helpful publicity is one of the surest and quickest ways to make the forester and his program known to the county.

In an agricultural community the County Agent will be the forester's best advisor. He is the representative of the Extension Service in the county. It may be that the forester will actually work under his direction as a county specialist in forestry. If not, it is usually best to recognize his leadership in extension work and seek his cooperation in any such efforts. In doing this, advantage can be taken of his specialized knowledge, opportunities will occur in which to cooperate with his meetings, information can be presented in his regular bulleting, and other various ways.

It is likewise essential to become acquainted with other agricultural workers, both federal and state as well as county, stationed in the same county. USDA Clubs are usually good groups in which to meet co-workers fraternally and work out methods of cooperation to obtain assistance and avoid duplication of efforts. The Pratt County USDA

Club has a monthly meeting which the head of each departmental agency attends with his wife. In the two years of existence the meetings have started with a dinner and ended with a business program of two or three hours. Each member has taken his turn, presenting new plans on his program and encouraging discussion so that the other members will understand the aids he can offer the county's agricultural development.

One of the outstanding achievements of the Club has been to start a monthly newspaper devoted entirely to releases of members of the USDA Club. This had made a big reduction in the number of bulletins and circular letters sent out by the various agencies, and avoided considerable duplication of material. The farmers have taken to it because they have the newspaper habit and also because they are tired of receiving franked envelopes. Enough advertising to make it pay is easily obtained because the paper is sent to each land owner and operator in the county.

Another group which should be known is the group which governs the county, usually called the county commissioners. When they can be shown that the forester's program will help the county, or that the majority of voters are in favor of the program, they will usually grant some assistance.

The county governments gave the Shelterbelt project considerable help when WPA crews were being used. By

employing men who otherwise would be on the county relief rolls, the project saved the county many dollars. Hence, they were glad to contribute some of the transportation for the men and many counties furnished storage and office space. Most county commissioners have seemed rather hard headed and had to be shown an actual monetary return before offering much assistance. A new forester might find these men are his testing ground.

Planning committees exist in most counties now. In woodland areas there should be a project leader for forestry in each neighborhood to assist the county planning committee. If so, the forester should become acquainted with them and use them. If not, he should try to have leaders in each section advise him on the forestry problems in their community. These leaders can also pass on information to their neighbors for the forester.

A need for such community assistance became apparent to the Shelterbelters soon after starting their project. Their funds were inadequate without assistance for such a huge undertaking - planting trees in what was considered the treeless plains. They needed a survey of possible planting sites, but didn't have the money or time to make it. With the advice of the County Agents the foresters appointed temporary "Township Tree Committees" until the active farm organization in the county, or the planning committee, could elect them. The Farm Bureau

elected these committees in Pratt County. These groups then met with the foresters and mapped out a pattern of planting needed in their communities and pointed out prohibitive sites.

Since then the committees have helped "sell" the people in their vicinity on shelterbelts, have encouraged and helped advise their neighbors who were trying to cultivate their trees and control the rodents. Active committees have been one of the most effective extension tools; inactive committees have been one of the forester's biggest timewasters.

The cooperation of sympathetic organizations can give a forester's program a considerable boost. The leaders of such organizations should be considered as some of the key men with whom to become acquainted. The Farm Bureau, the Federated Women's Club through its Conservation Committee, the Chamber of Commerce, the Jaycees, the Rotary, The Lions, the Boy and Girl Scouts, the 4-H Clubs, the Garden Clubs and others have all helped the Pratt County forester. This was largely possible through the contacts with the leaders.

One good example in which assistance of organizations was essential was a field day at Pratt. It was the first state-wide field day Kansas had attempted to show shelterbelts. The Farm Bureau was persuaded to sponsor a picnic in the first shelterbelt planted in the state. This was

planted in 1935 for Mamie Axline Fay, and was yielding shade for tables among the trees at this time, 1940. The Chamber of Commerce sponsored an evening meeting in the auditorium at which Mr. H. N. Wheeler, U.S. Forest Service lecturer, showed his slides. The Farm Bureau women served sandwiches for those who did not bring their lunch; the 4-H Clubs sold refreshments, the Boy Scouts helped the sheriff with traffic; the High School furnished its band; the Extension Service and the other Agencies of the U. S. Department of Agriculture supplied the program. The forester supplied the "Show-me" elements, including a nature trail through the shelterbelt itself, with pens of birds displayed by the State Fish and Game Commission.

Each organization and agency that was participating contributed in advertising the affair. Without their assistance it would have been impossible to obtain the statewide attention this field day received. Several thousand people were in Mrs. Fay's shelterbelt that day, eating watermelon donated by neighbors on the "longest table in the world", strung a quarter of a mile between the rows of elms that extended to the end of the mile-long belt.

The Kansas Shelterbelt Association originated as a result of that field day. It is too early to tell at this time how much assistance it can give the county foresters. The war may kill it before it gets a good start. However, it would seem that such a forestry organization would give

a county forester the best medium of extending his forestry program. If this organization will work with other organized groups instead of becoming a selfish independent group, it should be enormously helpful. It will probably need lots of help from the forester in the way of outlining activities in order to keep alive.

Other key men will be the prominent men that the newspaper editors may suggest. They may be bankers; they may be lumbermen. They may be retired; they may be rich, or they may be relatively poor. At any rate, they will be the leaders who have quite an influence on shaping the policies of their community. If they will endorse the forester's program, the others will usually follow. If they will give active support, the forester's problems will be greatly simplified.

### Forestry Problems

As the forester becomes acquainted with the leaders of his county, he should become acquainted with the county's forestry problems. One of the best ways to meet the key men will be to ask them what they consider to be their forestry difficulties and their suggestions of a program to overcome the troubles. Perhaps some key men do not know there are any forestry problems, others may be antagonistic toward doing anything. The sooner the forester knows these knotty points, the sooner he can draw up his

program of action.

In this manner he can learn what the people want to know. He can also find out what they already know and what they need to know to obtain the best contribution from their woodland. The banker can probably give assistance in presenting the financial angle; the Congressman, the government's view; the Chamber of Commerce secretary can give the businessman's viewpoint; the County Agent can give the farmer's attitude, etc. The County Planning Committee and the County Agent can probably give him the most comprehensive picture.

### County Inventory

For the background of his work the forester needs to know something of the physical resources of the county, its political subdivisions and its economic activities. A knowledge of the physical and economic geography is essential before working intelligently with the people. The Planning Committee will have this information if it is active in the county. If not, the county agent or county officials can supply most of this information.

It would be wise for him to learn (1) how the population is scattered in the county - what, where, and the general size of the towns - what the general labor situation is, (2) what the industries are - especially wood products, (3) what transportation facilities exist - what

railroads serve the county - what the main highways are - where the all-weather highways are. The county engineer will have maps that will assist with the last items mentioned.

Then the forester should take a rough inventory of the county to become acquainted with the forest types and their general location. Shelterbelters found the township tree committees of inestimable value in helping them with this task, as mentioned before. In woodland regions these community leaders could help map out most of the general information the forester would need to initiate his action. Later, as the forester had time, he could visit each woodlot or timber holding and make a more complete survey. One Kansas County Agent said he spent most of his time the first year visiting each of the 1200 farms in his county. After that he was able to stay in his office over half the time, and still do a more efficient job because he had met everybody and knew the layout of his entire county. That should apply equally well to a county forester.

At the beginning, the new forester should learn where the mature timber is located, and gain a rough estimate of the quantity and of what species and the general quality. He will want to work with the owners of these tracts first. Then, of course, he will want to check the condition of the rest of the timber in his county. If it is scattered farm woodlots, it will probably be wise to treat each farm

individually. He will want first a general picture of the silvicultural conditions of each woodlot; at least enough to know whether the entire county can be given the same program; or whether some areas should be grouped separately because they will need different treatment; or whether each tract will require individual consideration.

The Planning Committee and the county, community or project leaders can give enough of this information to get the forester's program started. The rest can be picked up as he transacts his other work.

### Summary

Up to this time the county forester has spent his time getting acquainted with his county. He knows that he is "to diffuse among the people practical information on forestry" and "to encourage the application of the same." He has met most of the key men of the county including the newspaper people, his agricultural agency co-workers, the men governing the county administration, and other leaders. From them he has learned what they think the forestry problems of the county are, and some of the solutions they suggest. He has also obtained a hasty inventory from the planning committee and community leaders, and has started a more complete survey. As soon as he learns to understand his people he can make up his work program and start his extension activities.

### Understanding People

The job of the county forester, as we are considering it, will be to present forestry to the people in his county so that they will actually adopt the best forestry practices. To do that he will first have to attract their attention and then arouse their interest. He will have to hold their interest while presenting the practices, and then get the people to carry them out.

The forester will have to understand people, and learn to understand the people in his county especially, in order to lead them to adopt good forestry practices. He will need every available technique for doing this task. In the following sections we shall attempt to summarize some of the techniques presented by our more popular psychologists of the day.

### Obtaining Attention

The first essential is to gain the confidence of the people in the county. (12) By all means, the forester should start out with a friendly attitude intending to help them with their problems, not to cram something down them. After all, there may be some who know much more than he does, and he will need their cooperation as well as that of the others. When he can help some of them it will make a favorable impression so that he can make a

good beginning. Also, when he asks people to do him a favor which they enjoy granting, he will win their good will and attract their attention. (27)

At a meeting in El Dorado, Kansas, the County Agent unwittingly pointed out very clearly the value of this appeal. He related how the Forest Service representative had come into his office for advice before bringing the shelterbelt project into his county. The Shelterbelters asked if the County Agent thought the project would fit into his program and if the people in his county would want it. Other agencies apparently had started their projects in his county without consulting him. He appreciated the courtesy the Forest Service showed him when they asked his advice before starting the shelterbelt program in his territory. Since then he has given the Forest Service more cooperation than they would have thought of asking.

Most methods of attracting attention can be divided into two general types - those appealing to the ears and those to the eyes. (12) It is usually more effective to combine the visual and the auditory wherever possible. Where subject matter is unfamiliar, it is probably wise to use simple visual aids before using any oral exposition.

The foresters recognized this very early on the shelterbelt project. Some of them wondered sometimes if there weren't a few of the farmers whom they were contacting who

never had seen a tree. At any rate, they very soon made up a collection of slides with which to illustrate their talks at group meetings. The pictures caught the attention and made explanations easier. For a while there was quite a demand for foresters to show their pictures at various group meetings of teachers, Rotarians, clubs, schools, and many others.

If the forester wants to make a strong bid for notice, he should try to arouse curiosity. (27) He should take an approach that is unexpected and dramatic. Combining something new with something that is already familiar often does this.

At the Kansas Shelterbelt picnic, mentioned earlier, a table a quarter of a mile long - the longest table in the world - was advertised. That attracted more attention than any other one item. When people came, they looked for that table before they looked over the trees in the belt.

Overstreet (14) lists several methods of capturing attention that have proved helpful:

Kinetic technique - the use of action in some form is always powerful. The action, especially if a story, should move forward to tell something. Otherwise the action is largely wasted.

State Fair exhibits have borne this out. One display showed replicas of two fields. One field had been

blown bare by the wind. The adjoining field showed an excellent crop growing in the lee of a shelterbelt. First shown at a county fair, it gained considerable attention because it was attractively made up. However, there were lots of people going by without a glance.

Before showing it at the State Fair, a scheme was worked out to give it animation. A rooster with loose wings and head was put up above the exhibit. He was made to turn to look first at one field and then the other. While looking at the windblown field, his wings would droop. While looking at the protected field, his head and wings would come proudly up and he could almost be heard to crow. This exhibit attracted everybody going by. Youngsters invariably pulled their parents over to look at the rooster. The old bird told his tale while attracting attention.

Like begets like - enthusiasm is as contagious as cheerfulness. Any leader or teacher needs to employ both to break down skepticism, indifference or pessimism.

One of the most successful county foresters at one time was a chap who gave the impression of bursting out all the time. This was true not only of his trousers around his waist, but the mischief in his eyes and his bubbling good humor as well. He was enthusiasm and good humor personified. Every year he was among the first to have his quota of miles of shelterbelts signed up with

cooperating farmers.

On the other hand, another forester slumped in a fertile county. He lost all his enthusiasm, got tired of working for the government, and would have taken another job if he could have found one paying as well. He was always finding fault or grumbling. Nobody could say he wasn't doing his job, because he did all that was asked of him, yet he didn't get over half his quota that year. If he hadn't obtained a transfer, he would probably have been dismissed. Not only was he not attracting attention, he was dispelling it. He couldn't achieve anything after he lost his enthusiasm, cheerfulness and his belief in his job.

Yes response - in order to avoid a negative attitude, a forester should keep a positive approach. As "like begets like" a negative attitude is apt to result in a negative approach.

Trees growing in a neighbor's yard was a shelterbelt-er's best argument when a farmer would tell him a shelterbelt wouldn't grow on his farm. Some foresters would approach a new prospect by calling his attention to these trees right off the bat. On the other hand, a dead or dying grove of trees was the hardest argument to overcome. A thrifty, growing, well-cared for shelterbelt was its own best advertisement. However, a weedy, rabbit-eaten belt left to shift for itself by a lazy farmer has closed

more than one community to shelterbelts until people discovered that normally it was care that made a belt successful or not. Foresters quickly learned which type of belt to use in attracting the attention of prospects.

Choose - Americans have been said to be born gamblers. At least they like adventure. Many have had their attention aroused by someone who suggested their taking a chance or by offering them something that would keep them guessing.

Anyone who plants a shelterbelt is certainly gambling - on whether he can make it grow or not. This approach has won the attention of more than one farmer in a new community and has led him to have one put in just to see if he could grow a belt of trees.

Putting-it-up-to-you technique - Any way to get the recipient to participate will break down the initial ice. The forester should try to make both the listener and speaker active and receptive.

An introductory quiz has proved effective in groups that were not too large. True, false and completion questions can be used that will arouse curiosity and help to arouse discussion after exchanging papers and correcting. This method opened up a two-hour discussion period at one USDA Club meeting before changing subjects.

Challenge - Most people like competition and can be aroused by employing it. However, if this means is used,

care must be taken to see that it is conducted fairly or much good will may be lost and even animosity aroused. Competition is another way to get participation, which is essential in gaining influence over others. To get the attention of a well-fed Farm Bureau audience after their monthly banquet, the county forester passed out numbered samples of trees being planted in shelterbelts. As these went around the members were to jot down the name of the tree with the attached number. Out of a crowd of over a hundred, there were four people who knew all of the 21 different species. Not only was the forester amazed by this, but also by the attention he received for the remainder of his program.

Novelty - People are attracted to new ideas and objects, but need a large amount of the familiar before they will accept them.

Most of those in Kansas who planted shelterbelts at first were those who had had experience with timber claims, or who had come from Missouri. The Missourians remembered their trees and were attracted by the chance to grow trees in Kansas. The majority of belts planted after the third year were by those farmers who had seen the first belts grow and thrive. Although everybody is watching the trees grow with interest, many will not plant them until they become so familiar that they have become a commonly accepted practice against wind erosion.

Respect the attention limits - Rambling talks, letters, news articles, or other media lose their attractiveness and effectiveness by trying to present too much. In trying to gain attention, it is wise to focus on one object or idea.

One week the local weekly paper in Pratt gave a full page with pictures for the forester's feature story. He tried to cover the whole range of activities on the project. He thought he had written a pretty good feature story. He also turned in a short item of 3-4 inches every week, stressing just one current topic at a time. He has often attracted as much attention from one of these short items, for which he had spent far less time and effort.

#### Summary

To obtain attention, try one or more of the following: Gain the confidence with a friendly attitude; get the people to see something and to hear something; use action or motion; arouse their curiosity; use the mood and attitude that you want adopted - cheerfulness, enthusiasm, and a positive attitude. Bring in adventure, something new. Get the audience to be active as well as receptive by putting a question up to them. Focus attention on one item or idea at a time.

### Arousing Interest

If the ice can be broken and attention gained, then the forester has a chance to arouse the interest of his group and attempt to maintain it. It is advantageous to use a technique for attracting the attention that will work right into a method of arousing interest. Most of the methods mentioned can be used in that way.

Slide lectures, we noted before, attracted a lot of attention while they were new. They also held the attention of the audience even in the hands of inexperienced talkers. Because one slide moved to another and was pretty and practically told a story itself, many a stumbling novice kept his audience interested with their aid.

Of course, the first requisite of getting and holding attention is for the forester himself to have a genuine interest in the subject he is presenting and in the people to whom he is presenting it. (12) He will need to get out and know his people. Then, if he is really interested in what he is presenting, and believes that it will be of advantage to his people, he can work out his method of presentation.

One of the most successful county foresters in Kansas was one who adapted himself to his community life. He joined in the church and social activities of his community. He mixed with the people so that they got to know him.

Then, when he wished to present forestry to them, he knew what approach to take.

It is necessary in this process to work through people's own personal experience and needs. The forester will need to use their own language to win conviction after he has won their attention. (27) He will have to use not only words to which they are accustomed, but also thoughts which are familiar to them, in presenting the new ideas.

The shelterbelt foresters could have tried to introduce the orchard cultivator and other specialized equipment to cultivate the trees. Instead, however, they thought it wise to suggest the use of equipment the farmer had and was used to. They emphasized the six-shovel corn cultivator for several reasons, but largely because every farmer in the area was familiar with it. He had never cultivated trees, but if a corn cultivator would do the job, he was not afraid to tackle it.

As in winning their attention, it will be wise to appeal to more than one sense where possible. While talking at a meeting or a demonstration or in personal contact, the speaker should try to reach his audience through their eyes also. The forester should show them things that will express his thought or illustrate it, such as pictures, charts, objects, people. The value of demonstrations is in actually seeing while hearing.

In addition to presenting actual pictures, he should try to paint pictures of words for his audience. (27) Ordinarily he is more convincing by being as specific and concrete as possible. Word pictures will be especially valuable when working over the radio, but are also of value in all other methods. Often the best way to drive home a point is to illustrate it with a story.

When an illustration is used, it is usually very effective when using the action of someone in the audience. (27) The forester might even prefer to use his own action. At any rate, he should use the action of someone to help him in holding the attention of his listeners whenever he can.

One speaker wanted to point out that shelterbelt practices are based on research and study over a long period. He knew that a member of the community had befriended one of the men who made a study on shelterbelts in that same community in the early 1900's. He capitalized on that knowledge by telling the story of that encounter. This was very interesting to his audience and developed his point very nicely.

Groups of people dislike thinking very deeply, it seems. (27) Hence, a forester shouldn't expect too much of a large group. He should help the members by making his thoughts just as sharp and clear as he can. Striking phrases or epithets will help to do this.

Slogans that will bear repetition are especially helpful.

The following slogans were concocted for use on the shelterbelt project: Come in out of the wind! Aid the march of trees across the plains. Trees to tame the winds. Shelterbelts for farm defense. Keep your farms at home. Life is more pleasant in the shade. The only farm improvement which improves with age.

Throughout the forester's campaign, he will do well to realize that most woodlot owners are trying to get a living out of their land. (6) Since that is their chief interest, it behooves him to tie into that interest by trying to help them to develop their woodlands into a profitable enterprise. Where assistance in utilization and marketing can be given, he probably will have the best possibilities in introducing forestry practices. He must show a potential shelterbelt owner that his increase in crops on adjacent land will compensate for planting trees on good cropland.

In all this work it is wise to use the attitude of asking in a friendly tone, "What would you do about this?", rather than, "Here is what I propose to do about it." (19) By using this method, the farmer and forester can ascertain if the woodland owner has any forestry problem or problems with which a forester can be of any assistance. If so, the forester can work out with him the solutions

to his problems and help him put them into practice.

### Summary

To maintain the interest of the audience, the forester should be interested in the people in his audience and be full of enthusiasm. His interest should help him to use the language of his listeners. His pictures, both word and actual, should be familiar to them. The program should be full of action and should appeal to more than one sense, such as to the visual and to the auditory senses.

The forester's attitude must be friendly and cooperative. He should also point out a chance to make a higher income by using the practice advocated. Slogans help in maintaining interest, as well as in attracting attention and in aiding the memory.

### Securing Application

After obtaining attention and arousing and maintaining interest, the forester is in a fine way to present his information; but he wants to present it with sufficient force that it will be applied. To do that he must think of how to apply his information to his constituents' wants. Psychologists seem to agree that before action can be aroused, an appeal must be made to some one or more of a person's fundamental wants. (14)

A study of all great leaders points out that they usually appealed first to the wants of the people. It would be wise for a forester to do the same. The best way to get anyone to do anything in a democratic country is to get him to want to do it. (27) Reasoning doesn't seem strong enough unless attached to a want. Each group or individual will have different wants which are effective.

However, there are certain basic wants, or instincts, which are common to everybody. Different sociologists and others class them differently, with the following as one example. (11)

1. Self preservation.
2. Egoistic instinct which gives standing in society and leadership.
3. Hoarding instinct.
4. Tendency of everyone to do as others do.
5. Appeal to reason.

Or we might use the more detailed list of Overstreet (14) who points out that the most effective appeal includes several wants, instead of one. He lists the following wants: Comfort, sex, affectionate devotion, play, buoyant health, appetite, to own something, to be efficient, social esteem, pride in appearance, cleanliness, adventure (hunting, games), travel, leadership, novelty (curiosity

about the unknown), propriety (good manners, being in style), constructive achievement (planting a garden, playing a piano), conquest (over fellows, problems, or Nature), sympathy, help for the weaker human, harmony with our fellows (social ethics), harmony with the universe (religion).

Before appearing before a group, a forester can usually determine some of their more dominant wants. For instance, a garden club is apt to be interested in constructive achievement and can probably be reached through the tree planting or care angle. A group of Boy Scouts will be adventure minded and can best be interested from that angle. The Chamber of Commerce wants usually are in conquest and pride in appearance. A program that will improve the community's appearance and also bring in more dollars to the business man will interest them.

When people themselves feel very strongly in a situation, they are easily led to do what they feel. (14) Hence, the county forester should get them to feel strongly about doing something. This is usually done easiest by appealing to their emotion. (14) Then work from that to the logic and reasoning to justify it. That may seem backward, but it seems most effective. According to Hollingworth, (12) "The beliefs of an audience do not depend on evidence alone, but are definitely warped, even against the evidence by desires and hopes". People

can usually be won by suggestion, but presentation of the bare truth alone is seldom convincing.

Although shelterbelts are primarily planted to stop wind erosion, most farmers had to be appealed to for other reasons. Many belts were planted because they "looked pretty". Several were planted because "Paul Jones has one." A great many were planted so there would be quail, pheasants, and other birds on the farm. Of course, prevention of wind erosion was the primary purpose, but these incidental values were often the reasons the farmer finally made up his mind to have a shelterbelt.

One of the fundamentals, of course, is to make the other fellow feel that you consider him important. (27) If the forester can go even further, as mentioned above, and get his group, or individual, feeling that they are analyzing the information he is giving them and get them to suggest the application, his battle is half won. As Hollingworth has said, (12) "There is not much danger of a person killing his own child but the brain child of another person is rarely adopted, nourished, or protected by another." If the forester can get them to pick up his idea as their own, he should give them full credit for originating it if he wants wholehearted cooperation. It might not be just his own thought - it might even be an improvement.

The foresters in one Kansas district tried having

periodic forestry council meetings of their county project leaders and other key men interested in the forestry program. One county forester has summed up the advantages he felt as follows:

1. It increases the enthusiasm of key men when a group of like-minded influential men gather together.
2. It gives the Forest Service a chance to present problems to a representative group that can help solve them and carry the solution back to their communities.
3. When the above method is used, it is considered by the community as being their plan. As such, it is apt to be more effective than it would be if the Forest Service were to announce the same program as its own idea.
4. Old sores can be kept from festering by being opened up and given an airing in public. Explanations and apologies may be needed, but the troubles can usually be ironed out.
5. New ideas that can give the project a big boost are very apt to originate in a group thinking along the same lines.
6. It is one of the best means the Forest Service has to present its goals and accomplishments and activities to the county as a whole.

Then the forester should carry on from there immediately if he wants to be sure of its application. The group's enthusiasm can best be picked up by action - active participation by everyone. (27) The beginning should be something easy and yet something which they will think is a real achievement. But if something can be done of which they are proud, the next step will be easier. "Nothing succeeds like success" is an old axiom because it is so true.

When shelterbelters had to get cultivation across to their cooperators, they held demonstrations. The demonstrations didn't just show how to do the work. There was a grape hoe at work in the belt of trees. It was new to most farmers. They were put on the handle of one to try. They were as tickled as youngsters when they learned to handle one so that it would pull the weeds out and yet dodge around the trees and leave them standing. Corn cultivators were there too, but all farmers had used them. By introducing the new grape hoe, the novelty attracted, and by introducing action, there was a carry over resulting in better farmer cultivation than in previous years.

To obtain immediate action, it is wise to be specific. Something definite and concrete is much more apt to lead to action than the presentation of something vague and general. (14) It seems to impress people more, just as something which is visible is more permanently remembered

and acted on than something which is heard. Although cultivation of shelterbelts is stressed with the farmers, usually it has proved wise to suggest the actual tool to be used, such as a disc and corn cultivator.

Repetition is an excellent ally if carefully worked - that is, not too obviously. One of the best ways is to get a slogan or catch word that will crystallize the whole program and remain with the audience as a concise formula of action. (12) Such a slogan will bear repetition and help yield much fruit.

We find that Mussolini was fond of the repetitive procedures. He has been quoted (7) as saying, "The repetitive emphasis upon the same ideas encrested in the same phrases, the same slogans, the same sentiments, theatricalized by parades, demonstrations, and all the pageantry of national display, has been enough to convert and conscript the masses."

This would lead us to believe that, also, the actions of members of the group influence the others as much as does the leader. (12) For that reason, it is wise to win a few leaders over before going before a large group. Often the spontaneous reaction of a few leaders in a group will influence the whole group one way or another in the very first moment of your presentation.

### Summary

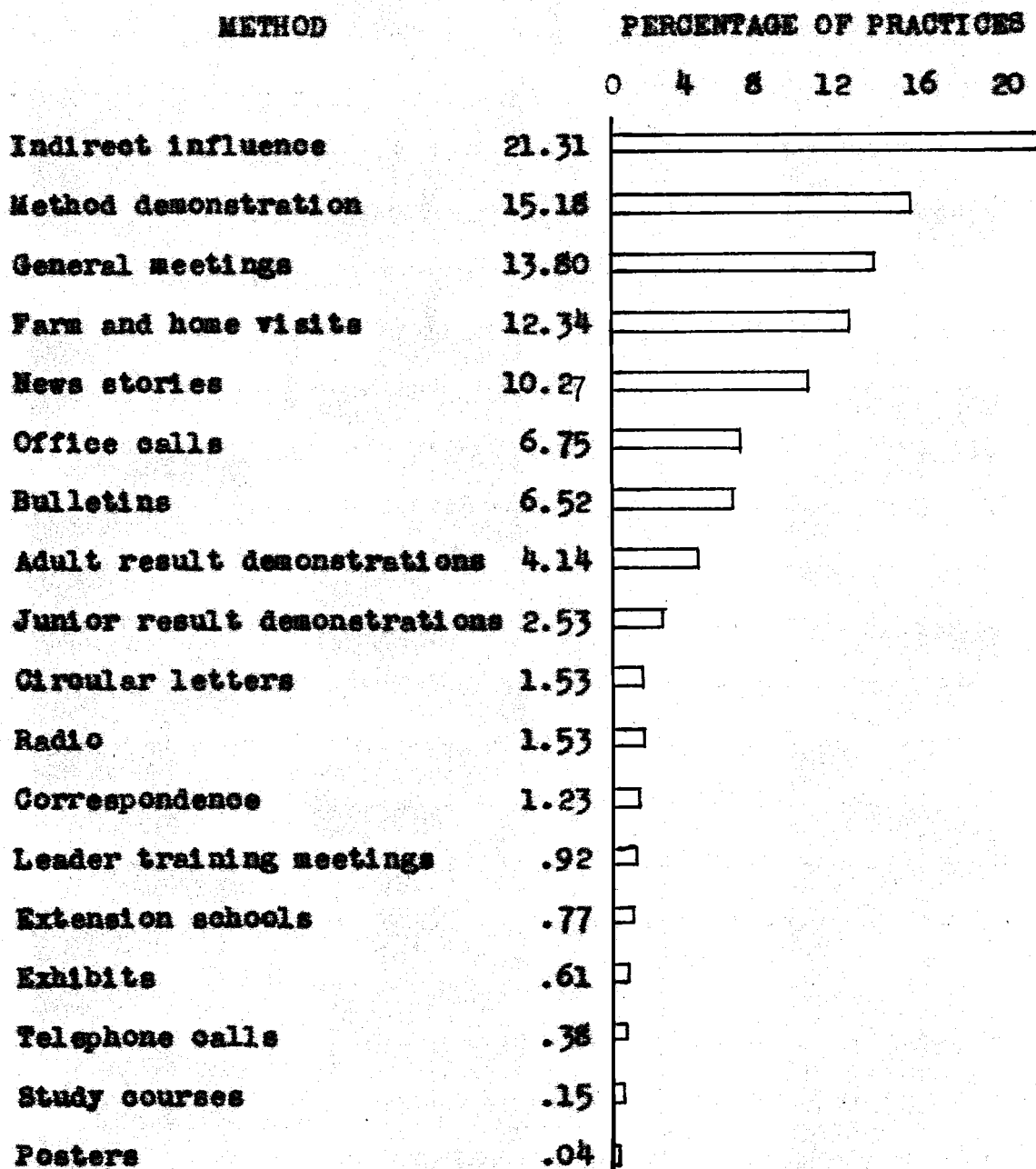
Before action can be aroused an appeal must be made to a person's fundamental want. Reasoning alone won't lead to action, but needs suggestion, or an emotional appeal, also. If a man can be lead to develop a method which he thinks is his own, he is apt to apply it. If the leaders will take action, most of the others will follow. A good summary might be a statement by H. L. Hollingworth (12) in which he says that the strength of a suggestion varies directly with its spontaneity, vividness, positive form, prestige and frequency.

### Application of Extension Methods

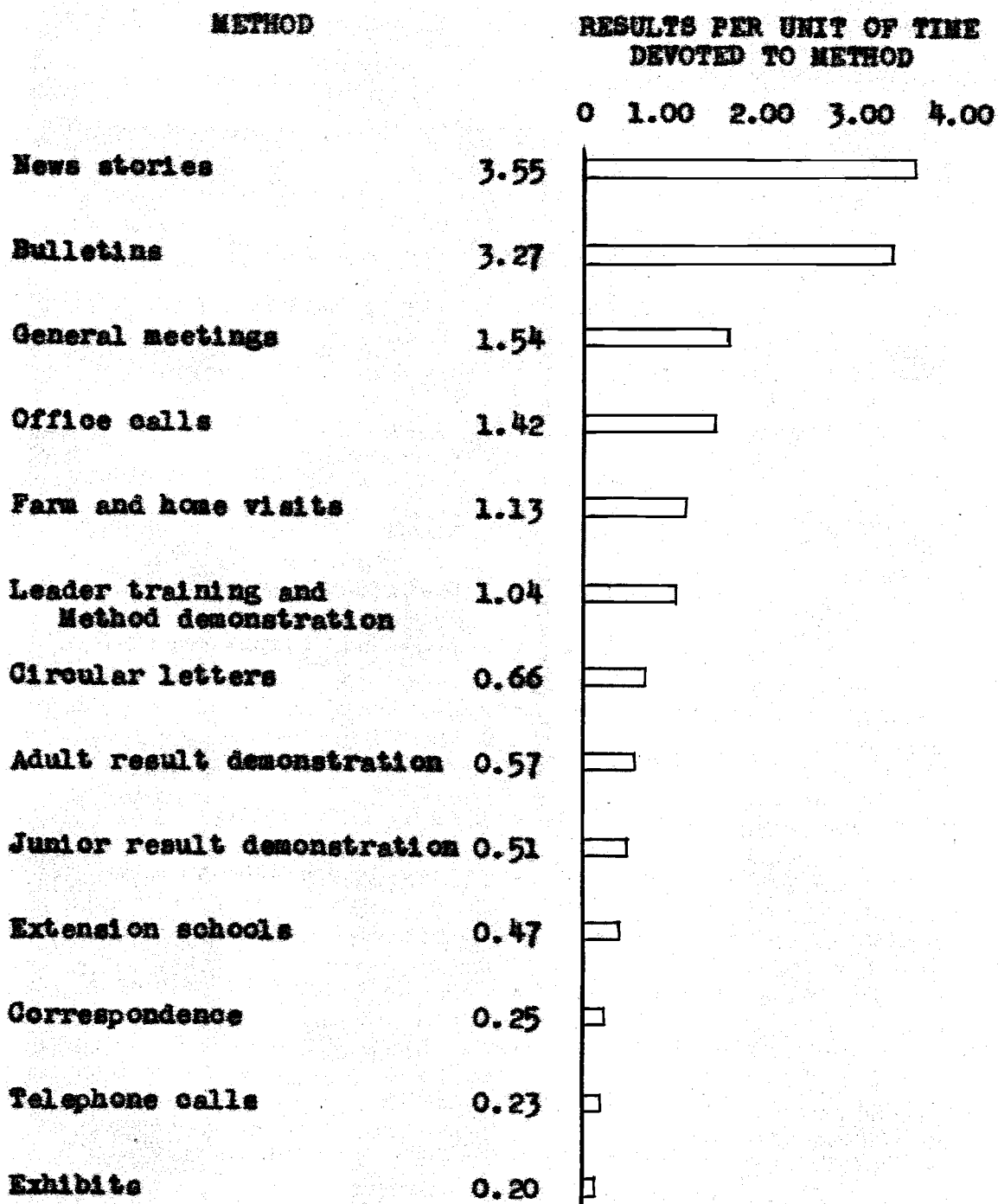
#### Comparative Value

In 1929, Wilson (28) published a bulletin covering the relative value of most of the extension methods. His results should be studied by anyone doing extension work. It reveals which methods would get the best results and which methods would do the most for the money.

Four charts have been copied in this thesis to show some of the more outstanding comparisons. One study covered twelve states in which 27,032 practices had been adopted on 8,738 farms. It showed the relative influence of the different extension methods in effecting adoption



Relative influence of extension methods in effecting adoption of improved practices, as measured by the percentage of practices influenced in connection with the adoption of 27,032 practices on 8,738 farms in 12 states. The data have been corrected to the basis of 100% equals total influence of all methods. (28)



Comparative efficiency of methods as indicated in the adoption of 27,032 practices on 8,738 farms in 12 states (28).

of the improved practices. This study showed that indirect influence accounted for almost a fourth of the practices being adopted. Method demonstration meetings accounted for over a sixth. General meetings and farm or home visits each counted for about thirteen per cent. News stories influenced the adoption of over ten per cent and bulletins and office calls over six per cent each. Other methods influenced the adoption of the rest.

Another study brought out the comparative efficiency of each of the methods in influencing the adoption of the practices mentioned in the first study. This study showed the results per unit of time devoted to the method. It showed that news stories were the most efficient method for the time spent. 3.55 practices could be adopted in the same amount of time it took to influence the adoption of 0.66 practices by using circular letters. Bulletins were very efficient by influencing the adoption of 3.27 practices in the same time. General meetings, office calls, farm and home visits, method demonstrations, leader-training meetings and circular letters followed in efficiency in that order.

A comparison was also made between the different methods to see what was the relative cost for influencing the adoption of practices. To obtain this, Mr. Wilson divided the total extension budget between 1925-1927 for the states studied by the total number of practices re-

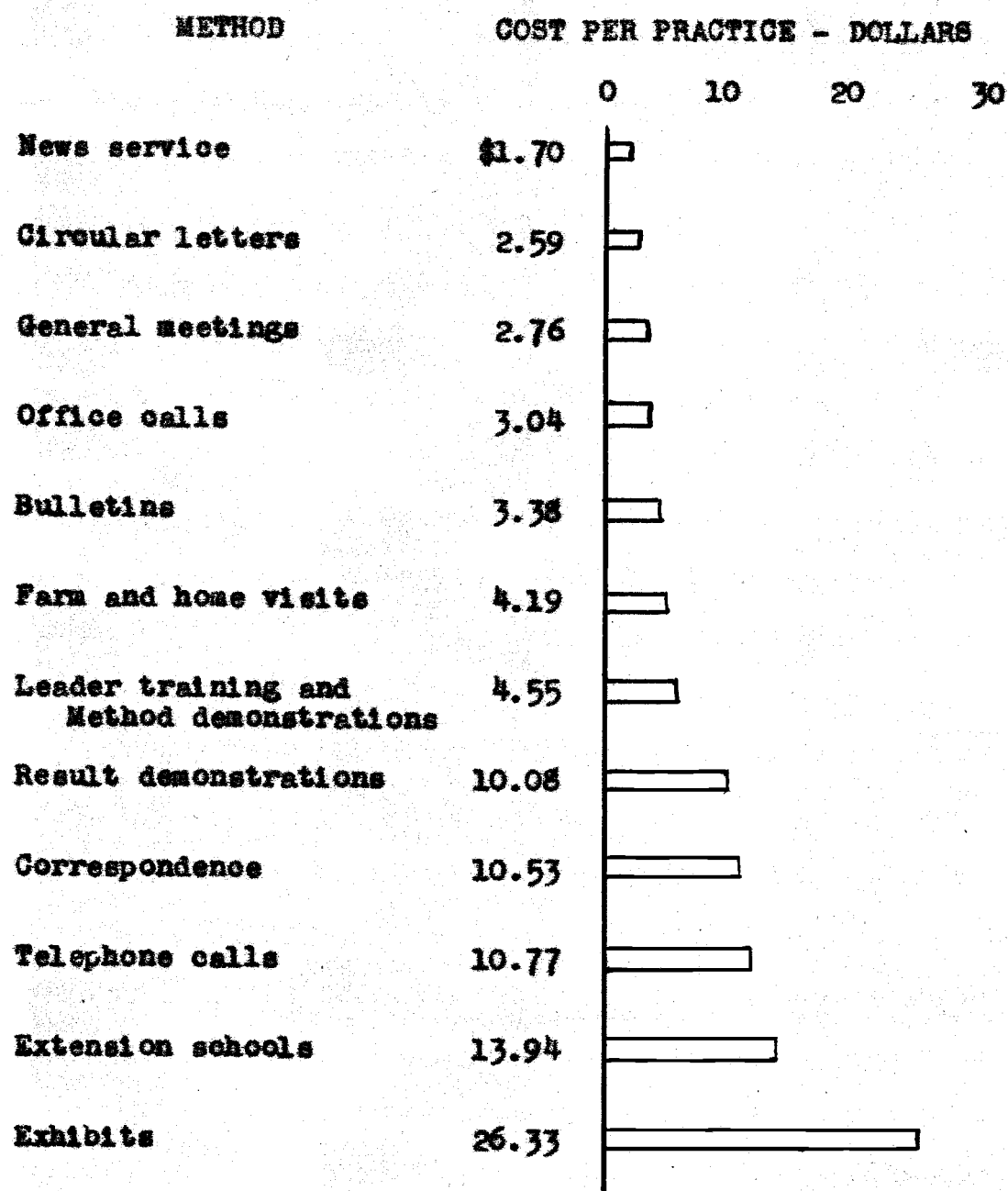
ported adopted during 1925-1927. This gave him \$4.74 as the cost of influencing the adoption of one practice.

He found that news service was cheapest, costing only \$1.70 for each practice whose adoption was influenced by the papers. At the same time, it cost \$26.33 to influence the adoption of one practice by using exhibits, and \$10.08 for the influence of a result demonstration.

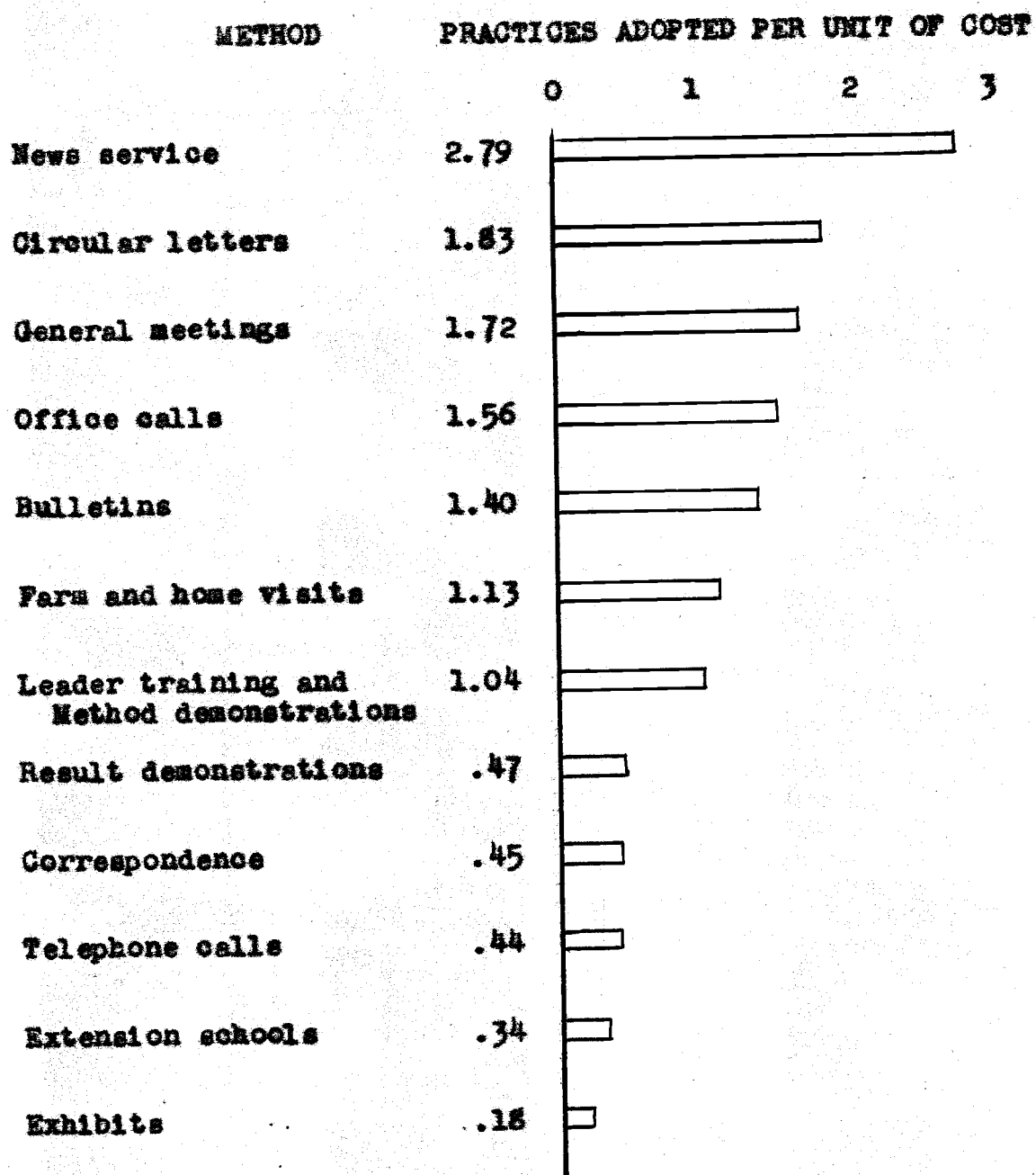
Circular letters were next to the cheapest, running only \$2.59 per practice. General meetings were almost as cheap, costing only \$2.76 per practice. Office calls, bulletins, and home visits follow in order with leader-training and method demonstrations each costing about \$4.55 to influence the adoption of one practice.

Another study was used to obtain data for the above. It showed the ratio of practices adopted to the cost of various methods. The cost data was collected from seventeen states, but the practices were from fourteen states.

This study showed that news service would influence the adoption of 2.79 practices for the same amount that it would take result demonstrations to influence the adoption of 0.47 practices. Circular letters would influence 1.83 practices, general meetings 1.72, and office calls 1.56. Bulletins, home visits, leader-training, method demonstrations and result demonstrations follow in that order.



Cost of influencing adoption of practices by various methods (20). Based on average cost of obtaining the adoption of a practice.



Ratio of practices adopted to cost of various methods (20).

Cost data 17 states. Practices 14 states.

### Summary

News service is the cheapest extension method to influence the adoption of a practice. Circular letters is the next cheapest method.

News stories also take the least amount of time for influencing the adoption of a practice. Bulletins are the next best time savers.

The adoption of the largest number of practices is influenced by indirect influence. Method demonstration meetings are next in importance followed closely by general meetings, farm visits, news stories and office calls.

### Circular Letters

The most direct approach a forester has to reach everybody he wants to reach in a short time is the circular letter. (10) Newspaper articles might reach the most people, but the appeal would of necessity be indirect and they would be mixed in with other distracting articles and headlines. Direct contact with office calls and home visits would be slow; meetings would also be slow and would not reach as many. According to one study, (38) circular letters were found superior to all extension means except news articles, on the basis of ratio of practices adopted to costs.

Normally, circular letters should be used to supplement other extension methods. They can be used to help secure attendance at a meeting, to call attention to demonstrations, to give specific information to supplement news articles or follow up some other procedure. Circular letters can also be used as monthly bulletins to stimulate and maintain interest with community leaders or cooperators who need seasonal assistance or reminders. They can be used to stimulate interest in a new practice, but should seldom be expected to introduce the new practice by themselves.

As Gilbertson (10) has pointed out in his study of extension letters, the essential procedure in preparing a letter is to make a careful analysis of the reader's wants and then to present the evidence to show how the product described would satisfy those wants. A forester should imagine he is the person he is writing to; or if that is too difficult, he should pick out some typical person and imagine he is writing directly to him. He should think of himself going with the letter and saying just what he is writing.

Before figuring how he is going to send his message convincingly, he should be sure to know just what he is going to say. He should have his objective clearly in mind and try to accomplish that and nothing more. It is seldom wise to try to obtain two objectives in the same

letter, such as arousing interest in a meeting on tree culture and giving lessons on pruning in the same letter.

### Getting Letters Read

After he has decided what he is going to say, the next problem is how he is going to say it. If he stops to think of the many circular letters he receives and promptly throws in the waste basket, he will realize that his first problem is getting his letters read. One farmer is reported to have thrown away one of his AAA checks because it came in a franked envelope. He had gotten in the habit of throwing away all letters with franked envelopes because he had found so few of them interested him. The forester's problem will be to make each letter so interesting and helpful that his marked envelopes will always be opened and read.

Some of the techniques explained earlier for gaining attention and interest can be applied in getting the letters read. To begin with, the letter must present a pleasing appearance. It should be clearly run off, well centered and generally in good form. It should be coherent and chatty, or at least have a style of writing that will be interesting.

Then something striking, unusual, or something to arouse curiosity should be used immediately. Something better than "Dear Sir" would improve the salutation.

To a small group, it might be "To All Woodlot Owners in \_\_\_\_\_ County", or "Dear Shelterbelter". To a large group it might even be preferable to leave out the salutation and use a caption, such as "Lets Get Together" or "Make Your Shelterbelt Successful".

Headlines of newspapers offer ideas for caption in that they usually index the article in such a way as to suggest, promise or challenge. "Don't be late" is a curiosity arouser that has been effectively used in announcing meetings.

Another approach that is unexpected and dramatic is the use of certain illustrations and the use of color. Simple illustrations of most any type will attract attention. The Kansas Shelterbelt Association uses a photograph of a shelterbelt adjoining a wheat field it is protecting from wind damage and shows a combine in action, as a printed letterhead. Mimeographed cartoons or simple figures are almost as striking and can be made more pertinent to the individual circular letters. It is comparatively simple, also, to run the letter through the mimeograph twice using a different colored ink each time, and taking the trouble to avoid off-setting. Or a space can be left wide enough to allow one color to be separated from the other enough to prevent blurring and allow the circular to be made in one impression. There is no doubt but that color, and especially two colors, attracts atten-

tion. One interesting circular was run in blue ink and then run through again with the outline of a fir tree in green as a background for the whole. Red ink gives a more striking contrast.

Illustrations can very effectively be used to precede and supplement the caption. It can set the tone of the whole letter, such as a group of three faces laughing loudly over the caption of "Lets Get Together" which sets a tone of cheerfulness for the whole announcement. Or, it can help tell a story, either at the beginning, at the end or in the body. It may just put the final touch to the letter.

Ideas can be obtained from magazines or from bulletins put out for this purpose by office equipment firms. (10) A departmental bulletin (25) called "Animate your Letters" is very helpful, containing many suggestions. Many state extension offices have compiled reference material for use, also.

The very first paragraph will have to gain attention if the rest of the letter is going to be read. Use an unusual or otherwise interesting approach. A striking result is a forceful introduction. "1/4 of a cow's feed may be used merely to keep her warm" started one letter on livestock windbreaks. A shock approach is also forceful, such as the circular sent to farmers having young trees, with the caption: "Are you feeding Rabbits or

Livestock?" and the opening sentence, "34 jack rabbits eat as much as one cow." At first this sounds like an exaggeration but on second thought its truth can be understood.

In the initial approach, use the "You and Your Approach" and avoid the "I and We" as much as possible. The reader is thinking foremost of "himself and his" and can most easily be reached with that angle. "Meet with all tree lovers -- Bring your wife to help you enjoy a good steak dinner before she goes shopping -- Bring your own experiences and problems".

The circular should be kept to one page if possible. A short letter is much more apt to be read than a long one. Short, concise sentences are more readily read also. If the letter must be long, captions should be used to divide it up like a newspaper. It should be divided in such a manner that the reader can get the message easily and quickly. If it isn't, the reader probably won't try to get any of it unless he is the exceptional reader or especially interested in the subject.

Above all, it should be timely, or seasonable. The forester shouldn't try to arouse interest in thinning a woodlot when the farmer is working night and day to get his grain harvested, for instance. He won't have time even to read the letter, and he will probably lose it by the time he can spare the minutes.

### Getting Letters Understood

If the forester can get his letter read, he has jumped the first hurdle of writing successful circular letters. At the same time he must be careful to write them so that the message is understood and not garbled in his effort to gain attention. Most writers will have little difficulty here, but a few suggestions that have been tried might be pointed out.

Illustrations are probably the most effective tools. A well chosen cartoon can supplement a few words and tell the whole story. It will have to be carefully and fully labeled, but the labels must be short and complete. As in a story, action in the picture is always powerful. With the use of a caption, cartoons can be very forceful in attracting attention and in telling a story.

"Your trees are being chewed by rabbits if they look skinned like this", followed by a diagram of a skinned tree; "Use a corn cultivator and straddle your row like this", followed by an illustration of a man on a corn cultivator straddling one of his tree rows, are examples of the use of illustrations. A cartoon with a joyful rabbit and an amazed cow, both animated, made the caption "Are you feeding Rabbits or Livestock" much more forceful.

Drawings should be sufficiently labeled or numbered

with a suitable legend in order to tell their story. A story may more easily be told with contrast or comparison in the same or adjoining drawings.

If directions are used in the letter, they should be made specific enough and concise. Throughout the letter, the forester should remember that short sentences, short clear paragraphs, and short words assist the reader in maintaining his interest and understanding his message.

Above all, the letter should have complete coherence with no stopping place until coming to the end. It should keep to its main purpose and not branch off. The caption, the illustrations, the stories, and every sentence should carry the reader on to the objective. Then somebody else should read it to see if they understand it before it is sent out.

### Getting Information Agreed With

Of course the forester wants his reader to agree with him, because anything he suggests in a circular letter will be an accepted practice backed by experimentation and experience. He will need to remember his psychology in writing with this in mind.

Time and thought will be needed to figure out how to write so that the letters will be agreed with and acted on. It is not enough to figure just what will go in the letter. The habits of the readers as to living, working,

and reading should be considered. Then the forester should decide how they can be appealed to. A cattle man will probably be much more interested in a windbreak for his cattle than for crop protection.

The "yes" response is a good way to start in order to gain an affirmative response to the message. The letter should start out with something that all the readers will agree with if something is to be presented that might not be accepted. They will agree with something they've already had success with. In 1940, half of the applications for shelterbelts in one county in Kansas came from those who had already successfully started a previous shelterbelt, and most of the others had seen these successful belts.

Testimonials from relatives and friends are practically always accepted whereas the opinions of somebody in high authority might be accepted with a grain of salt. If local people are quoted, most conviction is secured by choosing reliable, unbiased persons. If the practice is entirely new to the community, it had better be backed with reference to necessary proof such as experiment data. Even then the reaction of local people is valuable.

When argument is being used, it should be done so that the reader has no idea the forester is making an effort to convince him. The advantages should be built up in such a way as to meet the objections the reader

might raise without his thinking of them as objections. One strong objection that is not overcome may ruin all arguments. One community would not put out rabbit poison to protect their young trees because a neighbor's dog had been killed by the poison. No argument was successful until that incident was forgotten.

Suggestion is one of the most powerful persuaders. Arthur Brisbane has been quoted as saying that effective writing consists of saying 100 words and making the reader think 1000. Illustrations are powerful allies in this field. Reference to demonstrations within the county or other established practices offer the best basis for suggestion. Reference to timber claims is an especially valuable suggestive ally for shelterbelts. However, although a person may be convinced more quickly by suggestion, he remains convinced more permanently by the use of arguments based on facts. Once a forester exaggerates and gets beyond the realm of fact, he loses his power to convince and it is hard to regain lost confidence.

Convincing evidence should be used and time should be allowed for it to sink in. Farmers are conservative people, slow to pick new practices. It won't be possible in a democratic country to put new methods into practice overnight. Time can be put to advantage by using varying approaches in different appeals so that eventually everybody will be reached.

### Getting Information Remembered

There are a few tricks that might be used to get the reader to remember the message until he acts on it. One is the use of slogans. "Leave a Clean Camp", "Drown Your Campfire", are familiar to all campers on National Forests. "Trees to Tame the Winds" is becoming familiar to all Plains peoples. "Keep the Weeds Out", "Kill the Rabbits" have been used on seasonal letters to shelterbelt cooperators.

Slogans can be used on the opening caption or the closing "Glincher". One letter closed with a diagram of a windbreak around a farmstead and the slogan, "Trees Make a Wall Against the Wind".

Of course, pictures and cartoons are apt to be remembered longer than any of the body of the letter. Therefore, it is wise to illustrate the strongest point or the one that should be remembered the longest.

The use of anything striking is more apt to be remembered than casual facts. The use of a table a  $\frac{1}{2}$  mile long was remembered in the circulars regarding Kansas' first shelterbelt picnic more often than the program, aside from the name of the principal speaker. The newspapers picked that item up over the state more than the announcement of the prominent speaker.

Another trick for fixing something in the reader's

mind is repetition. That is one advantage of a slogan. It can be repeated time after time until it is well fixed. The Junior Chamber of Commerce used "A Million Trees for Kansas" until they sold almost that many at a penny a tree one year. The AAA committee of one county placed the statement of five most advocated conservation practices on a series of circular letters. Repetition can be used in the same letter by expressing the idea in different forms: a cartoon, an ending slogan, and the body of the letter may each express the same thing.

#### Getting Letters Acted On

Since action is the ultimate goal of practically all letters, the following suggestions are offered as stimulation. Basically the forester will need to appeal to the fundamental wants or motives mentioned in the first part of this thesis. He should remember that practically everybody is interested in satisfying his wants, and is very seldom interested in giving.

The forester should do all he can to insure the success of those who do try a new practice, for success begets success. He can focus their attention on the satisfaction gained by themselves or neighbors and that anticipated by adopting the practice. Or he might use contrast and focus their attention on present annoyances or losses. A field just washed or blown out makes an immediate induce-

ment for erosion control.

The example set by business men in offering special inducements can very profitably be used to a limited extent. A special bulletin might be offered to those who acted promptly. To those who filled out a questionnaire might be offered the first copy of the results as more or less confidential material. Their names mentioned in news articles is a strong inducement for most people. A prize of 100 trees from the Clarke-McNary Nursery proved to be a good attraction on one occasion.

In sending out a questionnaire, the questions should be made simple and as few as possible. Probably not many will be returned. If the forester actually needs the returns, he had better enclose a self-addressed envelope or a card; he should have the reader use the bottom or back of the letter and not ask for a formal reply. Not many people seem to like to write letters, and probably farmers least of all. If a reply can be made by phone, there will probably be a good response.

If the reader will take one step, he will be started so that he will probably follow through. To get him to take this first step, the forester should have him choose between two possibilities. But he should be sure that the conditions are favorable for taking the action at the time he suggests it. A noon meeting at oats seeding time won't bring many farmers together to discuss tree planting.

If action is expected, action should be suggested. Instead of merely stating that rabbits will kill young trees, the forester should urge that the reader control the rabbits and tell how to do it and why. He should put action in his illustrations. He should keep his sentences short and moving. The end should be a positive statement, "I'll be seeing you at \_\_\_\_\_", "Declare War on the Rabbits". If the letter can be closed in such a way that the reader feels he will miss something if he doesn't act, a point will be gained.

According to Gilbertson, (10) action by farm people is not gained from circular letters for one of the following reasons: The evidence or suggestion in favor of the recommended practice is not sufficiently convincing or impelling. The procedure seems too complicated. To adopt it or procure the necessary material seems to be more trouble than the results would justify; or the practice would be too expensive.

#### Summary

To get circular letters read the forester should see that they have a pleasing appearance, but with something outstanding to attract immediate attention, such as a caption or illustration; that they have something unusual or interesting in the first paragraph, and that they are short and timely.

Cartoons or other pictures help in getting information understood. Simplicity, short sentences and paragraphs, clearness and coherence are other aids.

If something is written to which the reader will agree at the beginning, he is apt to continue to agree. Testimonials of friends and relatives aid a man to agreement. Objections should be overcome by stressing the advantages, thus using a positive approach. Suggestion should be used, backed up with facts. Plenty of time should be granted to allow it "to sink in".

Slogans, cartoons, pictures or anything striking are all aids in getting material remembered. Repetition is another effective tool.

Action can be aroused by making the letters appeal to the reader's fundamental wants. Also, pointing out those who have had success may stimulate action, especially if compared to the reader's own apparent need. Offering special inducements or requesting the filling out of a questionnaire may initiate action.

The forester had better let somebody else criticize his letter before sending it out. In some instances it might be wise to send out a few first as a try-out, because the reactions of a selected few might indicate the revisions that would improve the letter.

## Newspapers

Newspaper publicity is probably the cheapest extension method. The biggest trouble is that the message the forester may want to present has to go through another hand. This other person may garble his story all around if he is not familiar with the subject, or he may reject the story entirely.

Most everybody reads the papers in this country today. Small country papers are usually read from front to back. Often items are picked out of the papers that had not been noticed in circular letters, just because the people have the newspaper habit. Hence, the forester should learn to take every advantage he can of the local newspapers.

## Getting Newspaper Cooperation

Editors have been receiving a wealth of material from governmental agencies. Local papers tend to throw away lots of this material because it does not have a local touch. But if items have local appeal with local names, then editors like to print them.

In getting material printed, it is wise to make friends with the editors and reporters of the papers through which the forester wishes to reach his co-operators. (15) He should find out what kind of news appeals

to them and study their paper to see the type of writing they print. He should not just tell them his story and things about his work. Of course, that is advisable for they can often pick up a good story from his conversation that he would never have considered worthy. The forester should take an interest in his editors' hobbies, their business, their troubles and cares. They are usually glad to make friends with him, although he may have to go more than halfway to break through the reserve of some of them.

When a forester has made friends with an editor, the newsmen will look at his releases. If the forester hasn't found the type of story and style he likes, he is more apt to help the treesman if his relationship is friendly. The first thing the forester knows, the editor will be printing all his releases and asking for more.

One of the shelterbelt foresters had such an experience with a country editor in Kiowa County, Kansas. The Republican editor couldn't see a project under a Democratic regime. By repeated calls and friendly visits, this county forester finally got the editor out on a "show-me" tour. The editor was so favorably impressed that he wrote one of the strongest editorials that had been published in favor of the project in Kansas newspapers. The forester maintained his friendly contacts and had no more trouble getting his weekly news releases published.

He was careful to find out the days the editor was not rushed and had time to visit, which, as with most weekly papers, was usually just after publishing. There generally are similar slack hours in a day for an editor of a daily paper to visit.

There also are days that an editor can tip the forester off to on which he would prefer having his material. Often a daily paper prefers an item that does not depend upon timeliness either for the Sunday edition or just following the week-end. A weekly paper likes the item early enough to set up during slack days to avoid the rush just before going to press.

Of course, there are other reasons for making friends with the editors. They can tip off the forester to influential people in the community and their general reactions. When they learn his aims and accomplishments, they can carry his message to people he could not otherwise approach. Their contacts reach out everywhere.

### Getting Stories Read

When the forester actually comes to writing news releases, it would be wise for him to get a book that outlines general newspaper style. Newspapers have a style of their own. Briefly, it consists in getting facts across as quickly, as readably, and as entertainingly as possible. (5)

In all but feature stories, newspaper items start with a "lead" paragraph. Here is presented the climax of the story, to catch the interest of the reader. It also contains the essentials of the story to save him time in case he cannot take time to read the entire story. This first paragraph contains most of the "who, what, why, where and when", that must be answered in every article.

(11)

Successful types of lead include the following: (5)

1. Digest type - summarizes clearly and plainly all principal facts.

"During the past two weeks, owners of successful shelterbelts centrally located in communities having a concentration of belts showed how they had been taking care of their trees. They also showed some tools that could be used in addition to the ones they had. At most of these meetings, Mr. Carl L. Hawkes, junior forester of Pratt, showed the plans made for each particular community by the Township Tree Committees."

2. Direct appeal - borrows the interest compelling device of the personal letter: If you have ever thought, or seen, or read; watch your step.

"Trees always have and always will be one of man's most valuable friends. Let's look at a few of the many uses for trees and if we can get a clearer picture of how they benefit each of us."

3. Question lead - often combines with direct appeal to reader as "You".

"Great oaks from little acorns grow -- but how many acorns does it take to grow one oak?"

4. Circumstantial lead - stresses circumstances under which story happened - human interest slant - emphasizes interest provoking qualities of contact.

"During the dust storm of this last week, many people wished there were more shelterbelts planted. The farmers who had the older shelterbelts were able to notice quite a bit of protection from soil blowing. In spite of the strong wind blowing last Thursday, there was very little soil being picked up on the lee of either Mrs. Fay's or Edd Logue's belts, according to Carl L. Hawkes, junior forester of Pratt".

5. Statement or quotation - as often as not occurs in quotation marks. In speech reporting, a succinct, axiomatic remark often puts forth gist of remarks to which can be added other "W's".

"Trees in this section of the State apparently did not suffer the ill effects of the zero weather that trees in the counties farther east and north did", says Ralph V. Johnston, District Forest Service Officer for 15 south west counties."

6. Descriptive - projects a picture, scene or personage.

"When you think of going on a vacation, do you think of getting in Colorado's mountains? Getting out where you can walk in the shade of trees, stir up dry leaves underfoot, hear the songs of birds all around, scare up a covey of quail and watch a squirrel scamper up into the branches of a tree? Edd Logue can give you all of that in his shelterbelt on his farm eight miles northwest of Pratt, and save a lot of rubber on your tires."

If the lead must arouse the interest of the reader to get him to read the story, careful attention must be given to its preparation. Again there must be considered

what will arouse his attention and interest, this time of a newspaper reader. His initial curiosity must not only be satisfied, but his appetite to read more must be whetted.

Most journalists seem to pick out the following interest arousers:

Novelty: anything that is unusual or will appeal to the curiosity.

"The librarian of Pratt has found evidence that indicates the Shelterbelts of trees are not original with the New Deal. She has found that France was planting trees for a shelterbelt to stop blowing sand during the time of Napoleon."

Egoistic: mention of a person's name, etc.

"In an address to the Sedgwick Tree Association in Wichita on Monday, December 2, Mrs. Mamie Axline Fay said that she thought the shelterbelts would be one salvation of central Kansas. Her six-year-old belt has proved to her that trees would grow in most of the shelterbelts planted by the Forest Service and will prove of enormous benefit to their owners."

Directness: appealing directly to us or including us.

"How about a nice, cool weekend in a National Forest? We have 160 of them. They are scattered all over the country -- from New England to Arizona and California. We have at least one Forest within reasonable distance from any locality."

Timeliness: an essential of all news articles is that they be timely today, or this week.

"Of all the trees in the park, Mr. Lemon seems to be proudest of the Red Gum. Anyone who has noticed during the fall this tall straight tree with the star-shaped leaves near the pond on the east end of

the park will agree. The coloring has been more beautiful than any other tree in Pratt."

Action: Move along quickly and smoothly.

"If we never before realized the importance of forests and timber, we're seeing the light now. Yes, that's what they're saying around the offices of the United States Department of Agriculture's Forest Service these days. Forests are now playing an important part in the nation's defense program and they'll continue to do their part later. For one thing, they'll help provide employment after the war."

Humor: or other human interest approach.

"Imagine the surprise and chagrin of Ed Miller of Isabel, when he went out to look at his shelterbelt Monday morning and found all his apricots and Chinese elms pruned back to the little sticks they were when planted three months ago. They had been growing just fine. "I cut my barley last week", said Ed, "and those darned rabbits must have moved into the shelterbelt. I guess I should have had bait out to catch them now instead of waiting until fall."

Children; Animals; Contests and Records; Hobbies;

Play; Home; Adventure; Success and Leadership.

"The Boy Scouts of Troop 129 made a nature study hike on Sunday afternoon to count the bird nests in the trees of the shelterbelts of Mrs. Fay and Edd Logue. They found the remains of 116 of last year's nests.

"Figuring a papa, mamma, and two youngsters in each nest, there were 464 birds foraging from trees on this section of land. This is in addition to the birds that found shelter in the trees but did not feel like raising a family."

Practically any story that will use any one or more of the above appeals will make a story. Its importance and chance of being published will be in direct proportion to the number of people in the community whom the editor thinks will be interested. One journalist (4) has said that persons, places or things that go up to make news excite a degree of interest proportional to

(1) the reader's familiarity with them, (2) their own importance and prominence, (3) the closeness of their relation to the reader's personal affairs. His advice to reporters is that "Women, wampum and wrongdoing are always news."

From the very beginning the style of the story should be simple, brief and to the point. It must be written simply enough for all the forester's readers to understand; brief, because it must compete on the editor's desk with other interesting items and valuable advertising, and yet it must be to the point and complete enough to tell his story.

It should be provocative by starting with a catchy phrase or other device. The lead should make the reader anticipate an interesting (26) article. He should not then be disappointed. In describing or explaining a mechanical process, the article is more apt to be read if men are actually portrayed doing the process.

"Farmers have declared a Blitzkreig on weeds, the fifth columnists in shelterbelts. Determination to eradicate all weeds in these tree belts before harvest time is quite apparent.

"Full use of motorized units has been developed. However, the first line of attack for one and two year old belts has often depended upon the old cavalry. The six shovel corn cultivator has usually been first used, pulled either by horse or tractor; then followed the motor units with field cultivator, spring teeth, disc, or other armored unit.

"In the older shelterbelts calls have usually been made for re-enforcements. The Forest Service has been able to answer most requests this season with their double threat motorized grape hoes. With two hooked behind a tractor, they have mowed the enemy weeds down by the countless thousands."

The most interesting items use the story element and carry the interest like fiction with conversation and action wherever possible. (5) Woven in is description and a certain amount of suspense.

Throughout the stories, accuracy is of prime importance. A man whose name appears in print wants it spelled correctly. The publishers have to avoid being sued for misstatements. The forester must present his information correctly or he might make the wrong impression.

### Making News Items Understood

The following rules will help in making his story understood:

1. Make it clear by making it short and simple. Use no more words than you have to. Make sentences short except for the lead, which may have to be a little longer than the others. Make the paragraphs short so that the story will be broken up. Be terse, direct, and emphatic. Use simple descriptive words, not flowery phrases.
2. Make it coherent by an orderly, chronological arrangement of parts, correct reference of pronouns,

and repetition of words and phrases.

3. Give it unity. Pick out the objective of the story and stick to it without introducing foreign ideas. See that everything works toward the objective. In striving for shortness and simplicity, avoid choppiness.

It is considered most effective to use concrete expression, free from technical or learned terms. Wolke (26) points out that when the idea of the NRA came along, the editor of the New York News did not attempt to publish it as an abstract economic document, but translated it as simply as possible into terms of jobs and dollars. It will be wise to follow his example.

To get the reader to really see a picture is difficult. The forester should strive for a visual type of writing. (9) He should pick out the details that will suggest the picture to the reader. The reader will pick up these same details and objects that have been written down. He will translate the words into images in his mind that will interpret the story for him. If the details mentioned fail in precision and clarity, the resulting image in the reader's mind will fail clearly to register.

For this reason it is wise to use concrete physical details instead of generalization. And it is wise to use concise descriptive touches that suggest the picture, rather than to portray it by detailed description.

### Getting Agreement

Inductive reasoning (from illustration to generalization) is the common method used to get the reader to agree with the point being presented in a news article. (4) A specific example is used to make the article a news item. This brings home the general principle and its application.

Accounts of eye-witnesses, exclamations and remarks made by bystanders, comments by those concerned, dialog between persons involved when given in the form of direct quotations, makes the story more authentic. (4) They also add to the life and interest of the story.

### Making Information Remembered

The forester shouldn't forget that the story that touches the reader's heart is the story that he remembers. (4) Description that has an emotional basis is remembered much longer than that based on logical reasoning. The feeling of the author should be transmitted so the readers will have the same feeling.

Some details are easily grasped: sight, sound, touch, taste, and smell. (5) (Sight includes color, size, shape, mass, texture, and the like.) Incongruities are remembered for quite a while. The use of motion helps also - such as "the trees sway in the wind".

### Summary

Making friends with the editors and reporters is one of the best ways to get newspaper publicity and assistance. If the forester writes his own news releases, he must write the lead paragraph in such a way that it summarizes the entire story. It must also be written to attract attention or the item probably won't be read. Interest arousers include the following: novelty, egoistic appeal, directness, timeliness, action, humor, human interest. The story should be simple and full of action.

To get the information understood the items should be clear, coherent, and unified. Material should be concrete and free from technical terms. Inductive reasoning and also quotations are tools for stimulating agreement. Emotional appeal, incongruities, motion, and the mention of details that are easily grasped, are aids to getting information remembered.

The writer must remember at all times that he is writing for newspaper readers rather than for himself or for the individuals concerned in the story. (9) If he doesn't, he will find the editor rejecting his releases. He will have to keep his releases really new, fresh, and informative.

## Radio

According to Time (24), "U. S. radio prattles away at the rate of 20,000,000 words a day." This is a rather amazing figure because many of the programs consist of music.

A further study of the daylight programs reveals that the audience consists of about 40,000,000 listeners, most of which are women. (3) During the evening there are many more listeners because the working man can listen then. In most states, three-fourths or more of the farm families have radio sets.

Thus radio should make another effective medium for reaching the farm people. Over the radio these people can receive regular visits that are almost personal. It can make a very effective means of supplementing the other methods of extending information to the farm.

The forester's office in Oklahoma City had the following to report as the value they had received (16):

"We are averaging about 40 inquiries per week and to date have totaled nearly 400 requests for information. Six hundred and ninety-eight bulletins and pamphlets have been distributed to the listening public in accordance with these requests. Several Chambers of Commerce have written in appreciation, and during the school year several teachers required listening to our programs as a part of a course in conservation.

"Our listeners, or at least our requests, are located principally in the western half of the state. Letters have been received from Kansas and

Texas. Several miles of shelterbelts were negotiated as a direct result of our program."

### Attracting Attention

A listener has the advantage of being able to tune in any program he desires at any time he chooses. If a forester wishes to have his program heard by the audience he wishes to reach, he will have to have a good program, have to give it publicity and try to get an hour that his listeners are most apt to be using their radio.

Almost all surveys made to determine the number of listeners at any given time during the day indicate that the evening hours are the best. For that reason most stations are able to sell all their evening hours to commercials and are not apt to give the forester free time. If they should, there is apt to be so much competition from other broadcasts at that time that it won't be of much value.

Otherwise the largest audience of farm women and men seems to be during the noon hour. Early morning between 6 and 7 o'clock is also a good hour to catch rural listeners. Women can be reached well in the middle of the morning or of the afternoon. (2)

To get people to dial in to a station at a given time the forester will have to publicize his program by every means he can. If the newspaper is not antagonistic, it

can be used. Topics of special interest and names of special guests can be announced. The program should at least be listed in the regular schedule.

The radio station itself can usually give the forester's program a plug by mentioning it when announcing the programs of the day. A friendly relationship with the management can help secure this aid.

Other ways to attract attention to the forester's program might include announcements at meetings; reminders to group leaders, and club officers; a line added to each circular letter sent out giving the day, hour, station, and frequency of the regular broadcast.

After the program is started, listeners will be attracted by other listeners if the program is really interesting and informative. That is the big problem.

### Maintaining Interest

The forester's program needs to be natural, sincere and friendly in order to maintain interest. It should be presented with the audience in mind. A program directed to Mr. John Jones sitting in his chair at home is going to be much more interesting and effective than a program presented with only a general audience in mind.

Ordinarily the single voice presentation is easiest to work up, but less effective than the dialogue, interview or discussional forms. (5) It can be a straight talk

or narration, presented by one voice telling a story, reporting, giving advice, or urging action. It must be active rather than passive. (13)

This presentation should be conversational, as though addressing John Jones and his wife in their home. It should be just as the forester would talk naturally under such circumstances. President Roosevelt has been much more interesting in his "fireside chats", than in the broadcasts of his public addresses for this very reason.

An interesting series in a school broadcasting program gives an idea of methods they found interesting. Their program includes the following:

1. Bengal Varieties - 15 minute dramatic sketch and 15 minutes devoted to musical numbers, a feature called "odd facts", readings, and short skits of public interest.

2. Current History - a contest program with two teams, each consisting of our students, who match their wits on current history problems. Sometimes it is girls versus boys, other times selected teams from two schools compete in inter-school competitions. Questions are stated by the station announcer and 30 seconds are allowed for the answer. Scores are kept by judges.

3. Answer Me This - consists of two "question masters", the announcer, and some persons with musical talent. The announcer introduces the question masters, who continue

by asking questions of social significance and later giving the answers. The audience is directed at the beginning of the program to get pencils and paper out, jot down the answers and test themselves.

4. Library Interviews - consist of book reviews by library club members, followed by the librarian conducting a library class.

5. Local color - hundreds of grade and pre-school children have demonstrated their talents before the radio committee judges and have given spots on the air. (15)

A county in North Dakota tried a novel planting and cultivation demonstration on Arbor Day for the benefit of a "Man on the Street" broadcasting program. The demonstration, which was just outside of town, included a hook-up of six radio stations and had the field broadcaster on the ground. The forester had a planting crew, planting machine, grape and berry hoe, and a duck-foot cultivator, each with a tractor. First the broadcaster interviewed the forester for a few minutes. Then, as each machine and crew reached the broadcaster's position, he interviewed the forester regarding the action. The demonstration attracted a crowd of over 500 people with the aid of the college band and the help of the high school in providing coffee and doughnuts.

The talk should be on a "you and I" basis, using simple words and short, simple sentences. Included for

variety should be examples, illustrations, personal experiences, anecdotes and a few jokes.

Variety can also be introduced into the program by using more than one voice in an interview or a dialog. (2).

If the program runs for more than 7 or 8 minutes, it is essential to introduce some such variety to hold the interest of the listener. This alternative is more difficult to prepare than a straight talk. Again it is imperative that it be in a conversational manner.

To help a listener follow a dialog easily, he should be helped to learn the characters quickly. This can be done by using the names rather often at first. Using first names or even nicknames is usually preferred.

One of the local people can help in presenting the program and add to the interest of the others. A person should be picked out who commands the respect of his neighbors and who can make a contribution to the program. It will be better not to glorify him, but to use him and his story as a good example of the practice the forester is trying to get across. (2)

In such an interview the forester had better go over the program with his guest, mentioning the things he wants to say, have a brief rehearsal, perhaps make an outline to guide his questions, and then "ad lib" the broadcast. He should do all he can to get the guest to talk to him. After the interview starts, all talking should be done to

the guest instead of to the audience.

The broadcasts should be just as personal as possible. They should be newswy, not academic. The forester should realize he is talking to his friends - people he sees frequently and who know him. He should talk about things they are doing in their communities, the plans he is making, experiences of his neighbors, problems which have come up with which he wants their support. He can tell them information from the State College, or from the United States Department of Agriculture, but he should bring it right down to local conditions, and he should tell it in his own way.

An educational program is not apt to hold interest over a 15 minute period unless it is in drama form. To maintain interest for 15 minutes the program will have to have variety. A straight talk should not run over 5 or 6 minutes and a dialog should not continue more than 10 minutes.

The variety in a 15 minute program might include two 5-minute talks and 4 or 5 minutes of news items; it might include two talks running about 7 minutes each; music might begin and end the program; special features might be worked out which could go into each broadcast, features such as the county calendar, or the "farms and home story of the week." These would require only a minute or two, but would be presented at the same time in the period

on each program.

### Getting Information Understood

Any type of subject matter can be adapted to a radio audience. (20) The success with which such adaptation can be made depends entirely upon the person preparing the program. The general opinion of radio men is that "educational" radio programs include too much information for the time allotted; that they are too "heavy"; they are not presented in a manner that will hold the attention and interest of the listener. They believe that the purpose of most radio scripts should be for entertainment, with the moral or lesson subtly injected. (2)

Yet 22% of NBC's time was educational in 1938. This included dramatic presentations, historical sketches, debates upon controversial political and economic questions, talks by authors, discussions by leading authorities in the world of arts and sciences, and broadcasts of opinions upon a wide assortment of ideas. (17)

Because a radio program comes and goes with nothing of permanence left to the listener, it has limitations as a teaching medium. Photographs, charts, and other visual aids are excluded.

For this reason pictures must be painted with words.

These words should tell stories and make statements that are simple, easily understood and quickly grasped.

A listener can be stimulated to send for a bulletin but all the contents shouldn't be given over the air. Just as in conversing with another person whom the forester has but a few minutes, he wouldn't try to tell all he knows. He should try to present a few facts and make sure that they are clear and understood. Some repetition will be needed because no visual aids will back up the story until television is more universal.

An interview should be made logical and reasonable. Questions should not be framed that are obviously asked just to give the speaker a chance to develop a certain point. It should be more than a mere list of questions and answers. As in conversation, the forester might repeat the significant part of the statement, comment on it, and then follow it with another question suggested by the answer. Long literary statements should be avoided. It may often be wise to stop, go back and repeat or amplify. It may be a good idea to end with a summary of the points for the listener to remember or act upon.

Always have the audience in mind, such as thinking of John Jones and his wife sitting at home. That should prevent the forester from underestimating his audience. If he believes and acts upon the idea often expressed that "the average listener has the mentality of an eleven-

year-old child", he won't accomplish much.

To supplement words with sound effects is ordinarily possible only where there is an experienced director. Then the writer should indicate only the sound and the placement of the sound. (13) There should also be the opportunity for intensive rehearsal; otherwise, sounds may create some ridiculous effects. The misuse of sound or the poor execution of sound effects will spoil an otherwise good program. (8) It should not be forgotten that sound effects are supplementary, that words and music are primary. (21)

### Making Program Remembered

We have noted before that radio men seem to think that education must be presented as entertainment; that it must be a show, in order to do its job. They feel that those who inform and instruct as they entertain must turn chiefly to music and dramatic presentation. (24)

Everybody will probably admit that information can be spread in more spectacular form and remembered longer if it is in drama form. However, it needs to be extremely well written and equally well acted. There must be chosen incidents, stories, and situations that have the elements in them that make good dramatic material. Suspense, conflict, danger, surmounting of difficulties, love interest, achievement, humor, all contribute to

good drama. These elements and many others can be found or associated with the forester's work, but it takes an able writer to sense the dramatic elements and put them on paper. It also takes time, but is worth the effort because it is one of the surest guarantees of making a lasting impression on the audience.

#### To Arouse Action

It is said that radio is only fair for teaching, but is an excellent selling medium, because desires can be stimulated quickly.

One method of arousing action is in the use of plugs. They are especially useful in publicizing meetings or programs or projects. The best way to use them is to prepare a series of short announcements that can be used frequently on consecutive days for a brief period immediately preceding the event to be publicized. (8)

The county forester can make radio help him in his work especially well because he can supplement his broadcasts with personal contacts. These personal visits will be the best means of obtaining action from his radio program.

#### Summary

The forester should use publicity to call attention

to his broadcasts through the newspapers, announcements at meetings, in circular letters, on cards and printed announcements. He should present the material for the program in the same way he would talk if he were on a visit. Variety can be obtained by using straight talks, interviews, or dialogs.

Only a few facts should be included. The listener that is interested should be told how he can obtain full information on the subject. Drama will make the program much more interesting and remembered longer, but it is too difficult for the average county forester with his limited time. The broadcasts should be followed by personal contacts in order to secure action.

## MEETINGS

The best method of disseminating information is, of course, the personal contact. That method, however, is so slow that a county forester must employ other methods to supplement individual contacts. Generally the next best method is the use of mass personal contacts at meetings.

Meetings offer the same face to face contact between the forester and the individual cooperator. There is opportunity to impart information of general interest to the entire group. Usually, discussion can bring out questions that some of those present may have that will apply to the whole group. This will help to reduce the number of individual inquiries that would need personal contacts.

In selecting a group to invite, the forester should choose a homogenous group. If the subject to be presented at the meeting will be thinning practices, he would not be wise to include those whose trees wouldn't be ready for thinning for several years. Likewise, if his group is picked for him, he should try to pick a subject that will interest every one present.

### Attention

One of the biggest problems in holding meetings is to

attract enough attention to obtain a good representation. To induce people to attend the forester must give thought to his program to make it appeal. He must also give out sufficient advance publicity.

### Publicity

The amount of publicity necessary will depend upon the size of the meeting, the type of meeting (whether regular or special), and the program. A neighborhood meeting won't need the general publicity of a state-wide meeting. Nor will a regular township meeting for the election of officers need the publicity that a special meeting to discuss shelterbelts would need.

For a neighborhood meeting it is often sufficient to get a few willing volunteers to call up all their neighbors to inform them and ask them to attend. It has worked well to send a circular letter about a week in advance, to follow up with a telephone call the day before the meeting, and to have an item run in the newspaper a little ahead of the meeting.

For a large meeting a more strenuous publicity campaign is required. This was illustrated when the Kansas Shelterbelt Picnic was held in Barton County. First, an organization was asked to sponsor the meeting, to take over the initiative and responsibility. Then a meeting was called of representatives of all the newspapers in

the county, the radio station, and of all the organizations in the county which would be interested in one way or another.

The purpose of the picnic was presented to the group and the probable advantages that would result to the county. This was a general pep meeting to arouse cooperation with civic groups, farm organizations, USDA agencies, the women's clubs, the newspapers and radio. When this group approved the project and agreed to cooperate, another meeting was called for the following week for organization.

It was thought that the more groups that would participate and have an active interest in the meeting, the larger the crowd would be. Hence, at the next meeting each representative was assigned a task, or volunteered to share in the promotion and preparation of the picnic. The Chamber of Commerce and the Farm Bureau, with the County Agent, sponsored the picnic. The newspapers agreed to issue periodic reports starting six weeks in advance and increasing the frequency as the date neared. They agreed to use pictures and obtain stories that would make Associated Press material in the local region.

The radio station interested a Hill Billy orchestra on a commercial in being on the picnic program in return for sponsoring a dance in the evening. The commercial

inserted plugs to advertise the meeting. The local station also agreed to get a state-wide hook-up if a prominent speaker could be obtained. They also provided loudspeakers at the picnic.

The County Agent, with his Extension Service facilities, saw that his county was circularized ahead of time, and urged the County Agents in neighboring counties to do likewise. The Extension Service helped prepare news releases, radio releases, and advertised over their own radio program.

The Women's Clubs advertised through their Conservation chairmen. The civic clubs put on shelterbelt programs at their regular meetings a week in advance of the picnic. The schools furnished a brass band. The Boy Scouts helped the sheriff handle the parking and traffic. A women's farm unit sold dinners to those who did not bring their lunch, and members of the 4-H Club sold refreshments. Local farmers contributed enough watermelon to provide free melon to everyone.

The county forester didn't have to worry about getting a crowd to that meeting once he got things organized. He had to prepare the treebelt for the crowd and furnish the papers and radio with material for stories. His meeting had approximately 4,000 people in attendance.

The necessary publicity will deviate as the scope of the proposed meeting varies between these two extremes

of neighborhood meeting and state-wide meeting sponsored by a county.

### Program

In order to attract a crowd to a meeting the program in itself should attract attention. Two of the strongest appeals are prominent speakers and pictures, especially "talkies". Then, if anything to eat is provided, a rural crowd can usually be depended upon.

Two shelterbelt foresters caught the value of providing culinary satisfaction after mental efforts. One county forester reported his meeting with the County Farm Bureau as follows: "Audience showed much interest in subject. Had a good time. Ate plenty hot dogs." And another report from a Civic Club meeting was, "Ate huge quantity of oyster soup and crackers. Audience appreciative." (16)

Sometimes a prominent speaker may not attract a crowd in himself. He does give a basis for publicity, though. If he is well liked and picks a popular subject, he will get the crowd. A build-up publicity campaign is also essential where a big meeting is planned, however.

Moving pictures have much more appeal where they are not seen so often at meetings, and where commercial houses are not very accessible. They seldom are drawing cards by themselves except to supplement the rest of the

program.

Another way to appear before an audience is to attend a meeting called by another agency and possibly for another purpose. A forester will often be granted five to twenty minutes on a program of an AAA meeting, or a Farm Bureau meeting, if arrangements have been made in advance. The garden clubs and other groups are always on the lookout for an interesting program. The forester who can provide an interesting, informative half-hour program will be popular with them for their meetings.

A quotation from the Plains Forester (16) might be of interest to show how a county forester ran into a problem in this regard, and how he planned to solve it:

"In shuffling through the different types and kinds of meetings attended in connection with our I & E activities we find the same old faces show up at all the meetings held by the different agencies, such as the Forest Service, AAA, County Agents, Farmer Unions, etc. These are generally only key men or leaders for every agency operating in that area. The same is true of all women's organizations, such as the garden clubs, home demonstration meetings, etc.

"In other words, our big stumbling blocks in properly carrying out our educational program are the farmers who are backward so far as attending meetings is concerned. I wonder if there isn't some way where we could get next to this type of individual --. I believe that we will have to expose this "problem farmer" to our program in some indirect manner, if we are to get our educational program across to him.

"In checking over and sorting out methods that can be used we find that for this purpose the rural and public schools are among our best bets. Also, past experience indicates that our biggest and most

interesting crowds are reported at box socials, plays, parties and other school activities. Back in the olden days when Johnny, Freddy, Opal or Minnie was in the play or going to the basketball game, or some member of the family was taking part in any school activity, the whole family and all the relatives, including grandma and grandpa, went to see the young'uns perform. Here we have represented all caliber of farmers from the destitute sharecropper with his 15 kids, to the opulent land-owners who own one son and half the wealth in the county.

"This fall and winter we plan to contact every school in our concentration areas and make an effort to prepare a tentative schedule or plans with the school teacher and school boards. It is hoped that this will give us a more complete coverage and a better distribution of all of our I & E activities."

Another chap in Oklahoma decided to take advantage of other meetings already called. He sent out a couple of circulars in regard to the shelterbelt program. Then one day he announced a picture show to be held at the Lacy School, offering "The River" and "Trees to Tame the Wind". A postscript on his announcement showed his unusual acumen with this announcement, "This meeting will be held immediately following the revival meeting which is starting at the Lacy School this same evening."

### Maintenance of Interest

#### Action

In order to retain interest at a meeting, there should be lots of action. The program should start on time and end on time, with no lagging in between.

Speakers should be full of enthusiasm and show it.

Ordinarily, they should use narration with only enough description to get their subject across. Jokes and anecdotes help liven up a serious talk, to catch any lagging interest. The speaker's time should be limited, with only the best of them using as much as 20 minutes. It is usually better to use 2-3 speakers instead of one among the average county speakers. Most subjects can be divided into that many parts.

There should be something to attract the eye so that a mental image of the information presented gained, be gained visually as well as through the ear. The Chinese proverb is still popular which says that one picture is worth 10,000 words.

The Kansas shelterbelt foresters believed this. The sixteen county foresters, during a six months' period, used slides 136 times for illustrating lectures before 7,776 persons. Their total collection of 35 mm. slides showed a total of 575 different slide subject. (16)

These slides were not all of forestry subjects. Some were of local characters showing John Jones and Fred Doe in their shelterbelts. There was also a kodachrome slide of Freddy, Jr. with his prize hog and Percheron stallion that won the blue ribbon at the county 4-H fair. There was much added interest to show activities that had to do with the work and lives of the farmers along

with the work of the foresters.

Slides should be presented in a sequence to present the desired information and maintain the interest. The lecture explaining the pictures should keep up with the slides without pause. It is well to intersperse a few jokes or humorous pictures, or both. The picture of a popular co-ed buried in a watermelon help maintain the interest of one school audience.

Good talkies are popular. It is a waste of time to try to use those that are unintelligible. Proper threading of the film to make the speaking coincide with the pictures is necessary. The adjustments on the newer projectors are a big aid in modulating the voice for different sized audiences.

The author found home movies of local people one of the most popular appeals with small neighborhood groups and with small civic clubs. He spent a year gathering pictures with his 8 mm. kodak, covering the whole range of activities in the county from picking tree seed, heeling in yearling trees, planting and cultivation, as well as an introductory dust storm. When finished, the film showed farmers in every community of the county in action planting or caring for their trees.

There was a big demand for this film and always a good crowd in attendance. The demand reached far beyond

the county and brought out its big disadvantage. It was not a talkie, and it had insufficient titling, so that the author had to go wherever it was presented.

Colors make both slides and movies much more attractive. In fact, slides almost have to be in color to hold interest in a tree lecture, and then the beauties of the trees and scenery make the slides really appealing.

Charts can be used with some subjects to hold the interest. They should be large enough for all the audience to see and interpret. Colors also add to their attractiveness.

In small group discussions a blackboard will help keep the group occupied. Chalk talks are very entertaining if the one presenting them is capable, but they are too difficult for the average forester.

Sometimes printed material, such as a program of the meeting, or an outline of the subject to be presented, is given the audience before the meeting. When a person sees in black and white what is coming on the program, and its relation to the whole, he often can maintain his interest more easily.

### Participation

The more local people that take part in a meeting, the more people will attend and the more interest there

will be. School programs always draw a big crowd because all of Johnny's folks want to see him perform and the teacher sees to it that every Susie and Johnny is on the program.

A lecture followed by a discussion is probably one of the best ways to handle a small group. In this type of meeting a good discussion leader will see to it that each contributes. If the group is too large for this, a panel discussion will probably be better. If used, a period at the conclusion should provide opportunity for the rest of the audience to participate to clear up any misunderstanding there may exist in the audience.

One county forester used a variety in his programs when campaigning for shelterbelt applications. He would have a couple reels of forestry pictures, followed by a panel discussion of the shelterbelt program and requirements for participation. Then he would introduce local cooperators to make testimonials concerning their shelterbelts and he would call for any volunteer testimonials or questions. The meeting would adjourn so that he could accept applications.

A Nebraska forester tried a county picnic to obtain a larger participation in his program. (16) He started with a family style picnic in a park. The Chamber of Commerce secretary acted as master of ceremonies at

their program. It opened with a talk by a local shelter-belt owner on "Farmers and Trees". Next, the County Agent talked on "Township Tree Committees". Their principle speaker spoke on "The History of Nebraska Shelterbelts".

The local talent presented an entertaining program for an hour, after which two teams of farmers played soft ball. Several horseshoe courts were erected and kept some of the farmers until late in the evening. Five hundred people enjoyed the day and wanted another like it.

### **Making Information Remembered**

Among ways to get the audience to carry information home from meetings are (1) use of repetition, (2) appealing to more than one sense, (3) active participation.

#### **Repetition**

The use of repetition should not be obvious, but is a good tool. If the forester wishes to impress his group with the value of straddling the rows of newly planted trees to cultivate, he might use several pictures. One might show John Jones using a six shovel corn cultivator; another could show John Doe using a two-row cultivator; another might show Tim Hay using a field cultivator with one shank removed. Three variations of the same thing with three different local people would impress the lesson on the mind of the audience and also maintain its interest.

### Sense appeal

Whenever an image is formed by two senses it is ordinarily clearer and remembered longer than if formed by one. Lots of people remember the locust tree after they have smelled its flowers better than after merely seeing its foliage. The program of most educational meetings appeals to the eyes as well as to the ears. A picture tells the story but it needs words to clarify its meaning.

Charts should be simple so that they can be readily comprehended and also easily remembered. It is usually better for a chart to tell but one story at a time for the same reasons.

### Participation

Not only does active participation increase the interest of a person in the audience, but it makes him remember at least that part of the program in which he took part. He is also apt to recall all the related parts. If he gets up to make a testimonial it will strengthen his belief as much as those who hear him.

A farmer who makes a talk on some subject relating to forestry may have to do a little research and organizing of material. This may clarify a lot of ideas he had and make them indelible on his memory. He will probably make use of the same material in his casual contacts

with his neighbors. A member of a panel discussion will also have the same cause to remember his part of the program. A smart forester will get somebody else to do his talking for him.

### Arousing Action

#### Approval of local men

One value of using local men on the program is in the fact that if they are respected leaders, their words will often mean more than those of any technical man.

(16) When a local man says he has tried a proposed procedure and that it works on his farm, his neighbors are apt to go home and apply the same procedure. When a technical man presents it, they are apt to be skeptical of its local application and wait for somebody else to try it first.

#### Initiating Action at Meeting

Another way to get a procedure adopted on the farm is to initiate action at the meeting. One way is to hand out agreements for participation, or applications, at the beginning of the meeting. The meeting will lead up to the conclusion which will make it easy and logical for the farmers to sign these agreements or applications. Once he has signed his name he feels a certain obligation

to follow through.

Any public indication of approval makes a person feel a certain sense of obligation. Some procedures lend themselves to approval or disapproval of a group. The voting by ballot, show of hands, or standing, might make a person feel obligated to adopt the practice on his farm.

The election of a committee may be the best way to initiate action. The election of a Township Tree Committee at Farm Bureau meetings has been a tremendous aid in some shelterbelt counties in securing applications for belts and in securing good maintenance of planted trees.

A different way to initiate action may be to call for a report at a later meeting. If the report calls for action during the interim, it is more apt to be done than would be the case if no report were called for. If for no other reason, the practice would be done so that it could be reported as being done.

#### Summary

Holding meetings is the best way a forester has, aside from personal contacts, of getting information to his people in a way to have it adopted. In order to have good attendance he will need to publicize the meetings and have a program that will attract his cooperators.

To maintain interest in the program at his meetings, the forester should have plenty of action on the program; he should get as many local people to participate as possible. To make the information remembered he should use repetition, appeal to more than one sense, and secure active participation by the audience.

To impress it upon the audience so that they will adopt the practice on their own farms, testimonials should be secured from local people and some sort of action should be initiated at the meeting that will carry over to the farm.

#### DEMONSTRATIONS

Demonstrations are really only one specialized type of meetings. The value of a demonstration lies in the fact that the cooperator gets right out into the field to see with his own eyes how the practice is done, or what is accomplished. He gets his information in such a way that "seeing is believing".

#### Obtaining Attention

This type of meeting needs the same build up of publicity as that described under meetings, varying with the size of the crowd desired. The build-up described for the Kansas Shelterbelt Picnic was really for a result demon-

stration, for that is what it amounted to.

Most demonstrations given by a county forester will probably be to a small group. It can be either a "method" or a "result" demonstration. The former method will attract a group to see how some procedure is done, such as cultivating trees. The latter will show what has been done and can be accomplished over a period of time. The program will have to center around a demonstration of a procedure, or illustrating the results.

#### Maintaining Interest

Again action will be needed to maintain action. Shelterbelt foresters found it wasn't enough just to have suitable cultivation equipment out for display at a cultivation method meeting. To maintain interest the tools had to be in action.

When the group saw that only the same old tools were being used, they didn't stay long enough to see how they could be adapted to a new use. But when a new tool, the grape and shelterbelt hoe, was introduced, the interest didn't wane until each man had tried it out and fully discussed its merits and demerits.

Thus a demonstration should have something new as well as having action in order to hold interest. If old cooperators are acquainted with the practice but new ones

are not, it would be wise to invite only new cooperators to the demonstration on that particular practice.

Tours and show-me trips are methods of demonstration. Instead of providing the action on the woodlot, the action is provided by moving from one to another. The big advantage of this is in showing different stages in a practice, or in comparing good methods with poor. Thus a plot that has been thinned can be compared with another that has not. A cultivated shelterbelt or rodent-free belt can be compared with one that is not. Such comparisons may be the best method presentation.

#### **Making Information Understood and Remembered**

On a "method" demonstration it would be wise to use the four-step method of presentation if the group is not too large. After the forester gets the attention of the audience, he shows them the practice. Then he has them try it with his help. Finally, he has them do it by themselves. During these steps he explains the whys and wherefores.

When the cooperator has actually done the practice at a demonstration, he will understand it and will be very apt to remember it until he can put it into practice in his woodlot. Thus, his participation aids him both in understanding and in remembering the practice.

### Putting Information into Practice

A demonstration is probably more apt to be by action than by any other method. The cooperator can see just how the practice is done. In fact, he may actually have done it. It will be easy for the cooperator to carry it home and practice it.

Where a strong incentive can be added by proving the dollars and cents value of the practice, its application will usually be assured. A cooperator is going to be interested in thinning if he finds it will yield him several dollars in posts or fuel. The difficulty is apt to be in holding him to the correct procedure. He may get too enthusiastic in his cutting.

Result demonstrations are more apt to provide this incentive. Wherever an object lesson can be pointed out to show the value of the practice it should be used in some degree as a result demonstration. It was seldom possible to get a group out to the lee of a shelterbelt during a dust storm. Yet the county foresters were able to get a few that could see the value of the tree barriers and pass it on to their friends. Some get pictures and some write news articles as a result. So the demonstrations reached several hundreds even though only a few participated.

Effort should be made to reach the community leaders in woodlot practices. If the leaders are taught the methods and results at the forester's demonstrations, they can pass them on to their neighbors. This would save the forester a lot of time and effort.

### Summary

Demonstrations are a specialized type of meeting that should be handled in the same way. This should be held out in the field instead of indoors, and should show either a method or a result.

Everybody should try the method until he can do it by himself. The results should be shown to have a dollars and cents value wherever possible.

### PERSONAL CONTACTS

The most direct way of getting information to the forester's cooperators and seeing it put into practice is by direct contact. When the forester visits a man and goes with him directly to his woodlot, he can find what problems the man has and help him with the information he needs and wants. In no other way can the forester have much assurance he is giving the right "prescription".

If the county forester has the time, he should certainly try to visit every one of his cooperators in their

woodlots as soon as possible. Then, when the cooperator comes to him for advice, he will know the general condition of the woodlot without making a special trip at a time when his activities are keeping him busy.

### Community Leaders

When the forester has only a few cooperators, he can maintain these personal contacts. But as the numbers increase, he will find that he must depend upon developing community leaders to help him. He can then maintain personal contacts with these representatives in the several communities or neighborhoods and will have to depend upon these men to help carry the information to his particular community. This leader can call the forester's attention to any particular problem in the community. For instance, one cooperator noticed an outbreak of Juniper Meally-bug becoming epidemic in proportion. He called it to the attention of one of the project leaders in the county. This leader pointed it out to the forester when he made his contact. The forester was able in turn to secure assistance of the State Entomologist in an eradication spraying program that prevented it from spreading out of the community.

Such leaders will require attention. They must be kept informed and they must have a definite job to do.

Certain things should be set up during the course of a year which aim toward keeping the leaders active and vital. Invitations to exclusive meetings, leaving them a particular follow-up job to do, special reports, and other methods will be a great help in handling the work. These leaders within a county should have an authority from the people and responsibility from the community.

The best way to arrange for making personal contacts is to designate certain days for certain communities. The first and third Tuesdays of the month may be for Byers. The second and fourth Tuesdays may be for Sawyer, etc. On those particular days the forester will plan to spend his time with the forestry leaders in those respective communities.

He can discuss anything new with the leader. If any problems in the community have come up, the leader can go with him or refer the forester to the cooperator having the trouble or desiring help. Only if the forester's time is not all taken in that place, should he visit any other area on those specified days except in emergencies.

A busy county forester will probably find that these are about all the personal contacts he can expect to make with any regularity. However, there will always be special problems brought up through the community leaders or otherwise that will require a special visit. With the help of his leaders, these special trips will probably be enough

to keep him in contact with the county after he has become established.

### Basis for Supplementary Methods

Usually these personal visits will bring out serious problems that may affect the entire county. Then they should be given to the entire county by one of the other extension methods for reaching a large group in a hurry. Desirable as the personal contact may be, yet it is slow and must be supplemented by all the other methods in order to service the whole county.

Most news items will originate from these field trips. Illustrations and anecdotes for radio skits or talks at meetings can best be picked up in the field. Possibilities for demonstrations will be picked up only by making personal contacts. The right approach for circular letters can't be maintained without keeping in close contact with the cooperator's problems.

Field contacts should not stop at woodlot inspections. The forester should also look at the pigs and tomatoes. He should keep posted on the farmer's other problems so that he can know the right approach to the cooperator. Although the forester may know the emotions the psychologist tell him to appeal to, he must be well acquainted with his cooperator before he will know how to apply his approach.

### Office Contacts

After the county forester has become well acquainted with his county, he can sit behind his desk and let his cooperators come to him. When they learn his office days, and find that he can be easily approached on those days, they will come to him if they have confidence in him. He can make many more personal contacts during a day in the office than he can in the field. He should make full use of the telephone in this connection as it will save him gas and time.

With an abundance of office calls, most foresters will probably have to spend about a third of their time in the field to maintain an understanding of conditions as previously explained. Nothing can take the place of field visits, but all other methods of extension must be used to supplement it because of its time consumption.

### Summary

Personal contacts are the best extension method, but also the most time consuming. They will have to be supplemented by developing community leaders for assistance and by all the other extension methods. Field visits will be the basis for these other methods.

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**APPENDIX**

## SAMPLE CIRCULAR LETTERS

1. Old Man Opportunity: This was a very effective letter. The cartoon caught the attention of the reader immediately. His interest was aroused in interpreting it. The heading offered a challenge at the start. The statements were short and pertinent. The opening paragraph was a positive statement. The reader was offered something that would help his income.

A chance was given for immediate action with but a minimum of effort. No letter writing was needed, for this letter could have its blanks filled in and returned. It was sent during a comparative lull in the farmer's activities so that he would have time to read it. It also was sent prior to fall wheat sowing when the farmer would be thinking of planting and also leave an area for the trees.

2. Dear Cooperator: This letter secured very poor results. There was nothing to catch the attention of the reader at the start. There was a picture, but it was only meant to be decorative but failed even in that because the impression was so faint.

The opening paragraph held little of interest. There was nothing to indicate any value to the reader either in attending the meeting or in joining the organization. The program was quite indefinite. Refreshments were

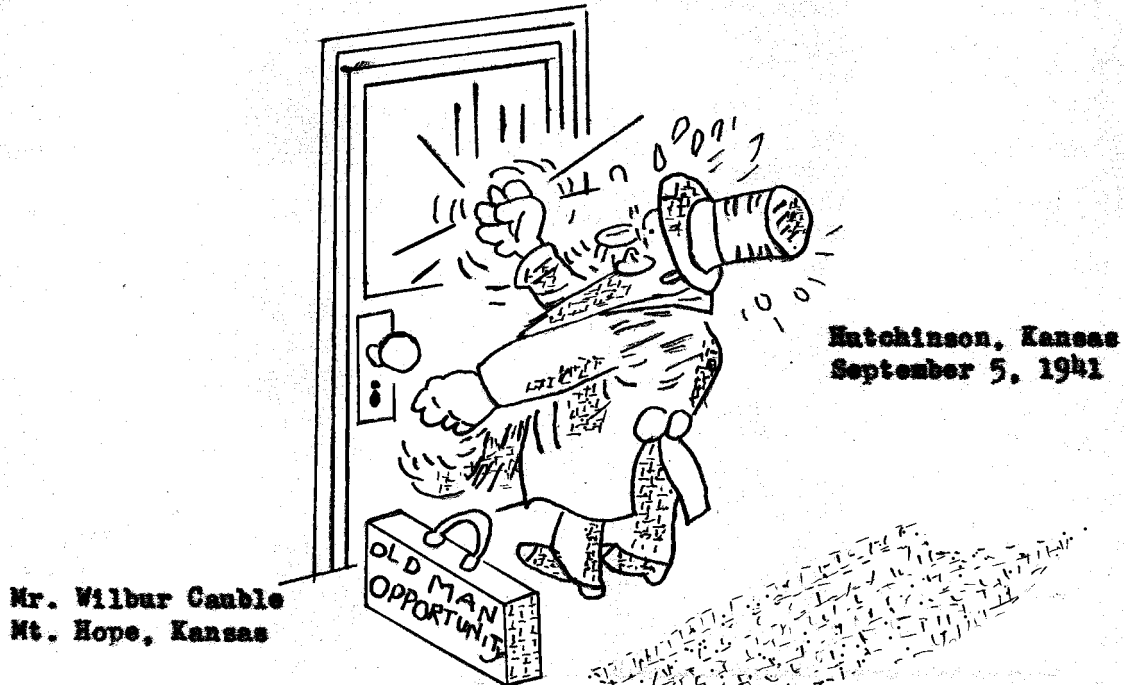
served at the meeting but were not announced in the circular. This lost a good appeal.

3. Let's Get Together: The cartoon drew attention because it looked as though somebody was having a good time. This is always an attraction. The program included a representative from each major community of the county and offered everyone present a chance to present his own problems.

Lunch was emphasized and a chance was given for the wives to participate. Saturday was chosen because the majority of farmers in the county came to town to shop and visit on that day anyhow. The chairman of the Township Tree Committee took reservations for the lunch. This gave them a responsibility and as a result most of them attended. The meeting was quite successful.

UNITED STATES DEPARTMENT OF AGRICULTURE  
FOREST SERVICE  
Prairie States Forestry Project

106



HERE IS AN OPPORTUNITY TO IMPROVE YOUR FARM:

Dear Landowner:

Plant a Shelterbelt to save your soil and protect your crops.

A field Shelterbelt will retard the hot summer winds and reduce evaporation of soil moisture. It will stop the winter snows from drifting, and leave it to melt on your own land.

We want to cooperate with you in getting a shelterbelt established on your farm. You prepare the land, we will furnish the trees and plant them.

Planting trees is a part of the soil conservation program and cultivating, protecting, and maintaining them is a soil building practice. A Shelterbelt should be included in your conservation plans.

Please fill in the information (Section\_\_\_\_, Township\_\_\_\_, Range\_\_\_\_) to show the location of your farm and return this letter to the Forest Service, Hutchinson, Kansas, and we will come out and explain the program to you.

Very truly yours,

HENRY CABLE  
District Forester.

UNITED STATES DEPARTMENT OF AGRICULTURE  
FOREST SERVICE  
and  
EDWARDS COUNTY FARM BUREAU COOPERATING  
STATE OF KANSAS

Kinsley  
February 23, 1942

Dear Cooperator:

A meeting will be held on Thursday, February 26, at 8 o'clock P.M. at Fellsburg High School Auditorium for the purpose of organizing a County Shelterbelt Association.

Arrangements have been made for an outside speaker. Pictures of tree plantings will be shown. A portion of the evening will be devoted to discussion of the need for more Farmstead windbreaks; Farm Shelterbelts and Ornamental Plantings.

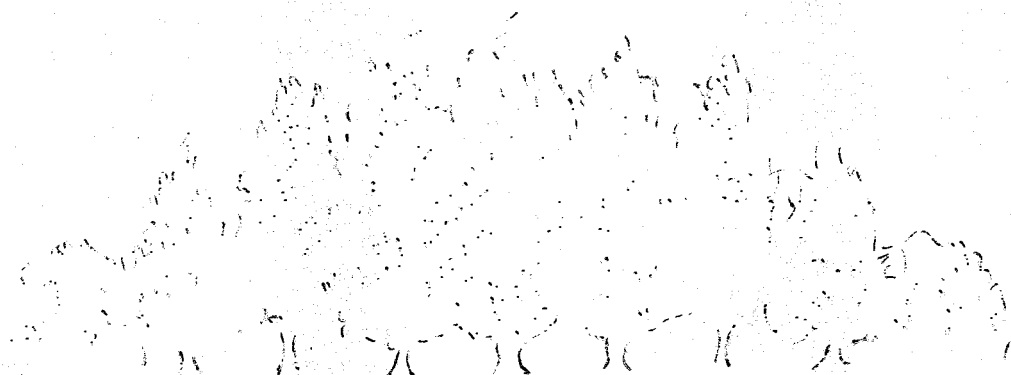
You are invited to attend.

Very truly yours,

John Doe  
Chairman

James Bradley  
District Forester

Fred Smith  
County Agricultural Agent



UNITED STATES DEPARTMENT OF AGRICULTURE  
FOREST SERVICE  
Prairie States Forestry Project



*Let's Get Together*

Meet with all other tree lovers at the first meeting of the Pratt County Shelterbelt Association. Bring your wife to help you enjoy a good steak dinner before she goes shopping.

**SATURDAY - FEB. 21 - PRATT'S NEW CHRISTIAN CHURCH - NOON**

Hear Hubert Sellon, Chairman, Clifford Shanline, Wm. Bergner, Mrs. Fay, Harry Lant, Claude Henderson, George Helmske, and other brief talkers. Bring your own experiences and problems. See Miss Miller's new pictures of windbreaks in Pratt County.

If you can't make the lunch, get there for the program by 12:45.

Make your reservations for lunch by Thursday night with your Township Tree Committee or at the Farm Bureau Office.

I'll be looking for you:-

**SATURDAY - FEB. 21 - PRATT'S NEW CHRISTIAN CHURCH - NOON**

**MIKE ANGELO**  
District Forester

**IMPORTANT:** Make your reservation with one of the following:

Ray Epperson  
Floyd Leroux  
Ed Trimpe  
Fred Frisbie  
W. H. Hemphill  
E. A. Reiman

Glyde Adams  
Link Pipkin  
Wm. Bergner  
W. H. Sellon  
Bud Thompson  
Farm Bureau Office.

**SAMPLE NEWS RELEASE**

News Release for Kiowa County Weeklies

Pratt, Kansas

Prairie States Forestry Project

Jan. 10, 1942

Rabbits have been destroying more young trees in Kiowa county this winter than in any past year, according to reports of the Forest Service. During the prolonged cold spell they have been eating every species in the shelterbelts, even cottonwood, pine and cedar. Some trees are just pruned back so that one or two entire season's growth is lost. Others are killed clear back to the ground line.

In spite of the fact that the market price for rabbits has been running from twelve to eighteen cents for cotton-tails and jacks, the population is still excessively heavy. The Forest Service has been sending crews out to help the farmer control these pests. They report large kills but that the rabbits continue to range in to destroy the young trees.

The crews are making periodic checks in the younger belts. They urge the farmer to hunt or put out bait until they are all killed in the vicinity of the shelterbelt and then keep them out by repeating every two weeks or so.

**SAMPLE RADIO RELEASES**

1. Short items to be included  
in farm hour
2. Drama (Courtesy of Oregon  
State College, School of  
Forestry)

### HELP FROM THE TREES

Trees and farms just naturally go together -- like coffee and cream or ham and eggs. Here is how trees helped a farm family in Nebraska become prosperous.

Foresters of the United States Department of Agriculture report that back in 1879 a pioneer by the name of Nickel settled on a farm south of Kearney. The following year Nickel planted 15 acres of cottonwoods. He was busy with his farm for the next thirty years and during that time the trees grew tall and straight, and served as windbreaks.

In 1909 Nickel cut 15,000 board feet of lumber from his grove. Business was increasing and he wanted to expand. So he used the lumber for buildings on his farm. It was lucky for him that he "grew his own timber" because he did not have to lay out much cash for the new buildings. He and his son, Carl, did most of the work themselves -- from cutting the trees to putting up the buildings.

The son understood, as a boy, the importance of his father's woodlot. For the past 10 years Carl hasn't spent one cent for coal. Not only has he saved money on fuel, but he supplied three other families - all relatives - with cordwood from the woodlot. Besides that, he realized \$300 from the sale of fuelwood from his father's

grove during the past two years -- which came in handy for taxes and other necessary expenses.

Today Carl Nickel has a livestock protection belt and two other shelterbelts on the farm. He takes good care of the trees during slack seasons because he plans for the future just as his father did.

--A L L--

### DOUBLE PURPOSE TREES

In the Plains States farm women are making jelly from the fruit of trees planted to shade farm crops and buck the prairie winds.

Wild plum jelly and wild plum butter "go good" with wild game and fowl of all kinds. Foresters of the United States Department of Agriculture who have sampled the shelterbelt products say that enterprising prairie farm women are going in for jelly-making in a big way. They are making their trees serve a double purpose.

In addition to wild plums--chokecherry, buffalo-berry, and mulberry are all palatable wild fruits growing in recently planted shelterbelts in the Plains States. The foresters think it is possible that future plantings of trees will be made up largely of species producing only the best varieties of dual-purpose trees. They say black walnut trees in the shelterbelts will, in time, supply thousands of bushels of walnuts as well as timber having a high market value. Black walnuts are always in demand for the flavor they impart to desserts and confections, and the timber is well adapted for making furniture.

Osageorange, also planted in shelterbelts, yields wood for fence posts.

Yes, the foresters think benefits of shelterbelts

or windbreaks may keep multiplying now that the United States Department of Agriculture has proved that trees can be made to grow on sandy, eroded soil.

—A L L—

FORESTERS IN ACTION

Script No. \_\_\_\_\_

Real Name \_\_\_\_\_

Nickname \_\_\_\_\_

Producer - James Morris  
Station KOAC

\_\_\_\_\_ 1941, No. \_\_\_\_\_

Sponsored by the Press Radio Guild  
of the School of Forestry

1. (Scene opens around a campfire)
2. Clay: Yessir, I think we can profit by the experience the Middle West is having.
3. Hal: As far as I can tell, wood will never be replaced by steel.
4. Lyle: You mean the erosion and dust storms they are suffering from?
5. Dave: That's true I think, Hal. Wood plastics and natural wood can easily compete with metals.
6. Bert: You maintain, then, Clay, that we here on the Pacific Coast should let the experience of the Middle West be a lesson to us and plan our actions to prevent such a situation here.
7. Clay: Sure. It can be avoided.
8. Dave: What's going on here anyhow?
9. Hal: Yeah. What's this you're trying to avoid?
10. Bert: Well, Clay was just pointing out that by studying what has happened in the Mississippi Valley and the dust bowl we can plan our land use out here on the Coast to prevent this widespread erosion.

1. Dave: Why sure. It seems to me we're just lucky.
2. Bert: How come?
3. Dave: Well, because we've got the experience gained in the Prairie States to base our work on.
4. Bert: Yeah -- I guess you're right there.
5. Clay: You know it seems to me that our greatest worry is not from wind erosion but from water erosion.
6. Hal: That's right, Clay.
7. Bert: Well, many times it looks to me like trying to stop erosion is hopeless. Every time it rains there are so many millions of little trickles on all hillsides that it would be an impossible job to stop them all.
8. Hal: Sure there's millions of trickles, but they aren't as broadly scattered as you're trying to lead us to believe.
9. Bert: What're you leading up to?
10. Dave: Yeah - what's coming?
11. Hal: Just this, fellas. In the first place these trickles are mainly confined to cultivated hillsides.
12. Clay: Just a minute now. What happens to all of this rain water that falls on the grasslands and on the forested mountains?
13. Bert: Sure. How about that, Hal?

1. Hal: Well, if you dumb dodos would just stop and think you could figure it out for yourselves.
2. Dave: Come to think of it, Hal, I can't remember ever seeing trickles of water running down the hillsides in the woods.
3. Hal: Of course not.
4. Clay: How come, Hal?
5. Hal: It's simple enough. When the rain falls on the wooded hillsides, it is first slowed down by the leaves and branches of the trees and shrubs.
6. Bert: What difference does that make?
7. Hal: Plenty, Bert. It just means that the drops don't hit the ground so hard, consequently there is less beating action.
8. Dave: Well, go on.
9. Hal: It's almost obvious from now on. You see, too, how the moss and dead leaves and other forest litter will sorta act as a cushion to the fall.
10. Bert: You mean so the drops won't hit so hard?
11. Hal: Sure.
12. Bert: So far this is all O.K., Hal, but what about the run-off. The water has to run off the wooded hillside as well as it does off the plowed field.

1. Hal: That's right enough, Bert, but in the woods it's a slower and more gradual process.
2. Bert: Explain yourself, will you?
3. Dave: I think I can explain it, Bert. The duff or litter on the forest floor acts as a huge sponge. As the rain falls it is absorbed, and after the rain stops, it will continue to slowly seep out of this litter for a long time.
4. Bert: It's beginning to straighten out now.
5. Lyle: It's about time.
6. Dave: In the plowed field it is just the opposite. The exposed soil soon absorbs all it can hold, the rest accumulates on the surface. After the rain stops it runs off quickly or is evaporated by the sun.
7. Clay: This all seems to boil down to an old illustration I remember from several years ago. Something about a cellar door and a carpet, or something.
8. Lyle: Wow - that all sounds like a nightmare to me.  
(Chuckles)
9. Hal: I think I know what you mean. It points out that if you first pour a quart of water down one of these old fashioned cellar doors, it will run to the bottom rapidly and soon be gone.

1. Clay: Sure. Now I remember it. That part of the illustration is the plowed field.
2. Hal: That's right. Then the second part was to tack a piece of carpet onto the cellar door and again pour a quart of water down it and notice how long it is before any trickles out at the bottom.
3. Clay: And how long that trickle lasts.
4. Bert: What's that supposed to represent, the forested hillside?
5. Clay: Sure. Either a forested hillside or a grass or shrub covered hillside.
6. Bert: (Thinking) Ha-m, by golly, gang, that's just about as good an illustration of something like that as I've heard of in a long, long time.
7. Hal: Say, Clay, wasn't there also a little adage that sorta went along with that illustration?
8. Clay: Let's see (thinking) a little adage.....
9. Hal: (Breaking in) Something about trees and soil holding, or something.
10. Clay: Oh, sure. You mean the one that except for a layer of concrete there is nothing that will hold soil on sloping ground like a cover of trees.
11. Hal: Yeah, that's the one.

1. Lyle: That statement contains a lot of truth.
2. Bert: Yes, it does, but if we're to follow it out to the letter, we'll have trees and trees alone growing on all our sloping land.
3. Clay: Well, you surely aren't going to cultivate it.
4. Bert: Why not, Clay? If you don't cultivate the sloping land in this country you aren't going to be able to grow much. Why, all the land around here slopes.
5. Lyle: Let's not fight over it, fellas. You're both right.
6. Clay: } He's wrong.
7. Bert: } I'm on the right track.
8. Lyle: Well, if the truth be known, there is a limit to how steep a hillside it is desirable to cultivate. Then, above the amount of slope allowable for cultivation safely, there is room for some grazing land, followed by forests only on the steepest slopes.
9. Dave: That's the set-up, fellas.
10. Bert: Guess I'll have to give in.
11. Dave: You know, I saw an interesting statement along this line of erosion the other day. Geographers, it said, make maps flat, immovable, and with definite boundary lines. On the contrary, the face of the earth is constantly changing

as the winds shift the sand about, with absolutely no regard for boundaries.

1. Clay: Well, (Pause) I understand they're making successful headway with those shelterbelt trees.
2. Dave: Sure. Where the trees have been planted they have shown themselves to be helpful toward stopping the action of the wind on the soil.
3. Hal: Say, did you fellas know that this government isn't the first one in the world to have a shelterbelt project?
4. Bert: Why? Are they doing this same thing over in Europe, too?
5. Hal: Are they doing it? Listen, man, it was thought of years ago. Napoleon was responsible for the first shelterbelt project to prevent sand dunes from drifting over his lands.
6. Dave: Is this all the truth, Hal, or another tall story?
7. Lyle: It all sounds a little fishy to me.
8. Bert: Me, too.
9. Hal: Nothing wrong with this story, It's all based on history.
10. Bert: O.K. then. If it's the real McCoy, let's hear it.

1. Hal: Sure it's true. It's all recorded in the pages of history.
2. Dave: When did you say this happened?
3. Hal: Oh, it was along about the first few decades of the nineteenth century. Napoleon Bonaparte was in power in France at the time. One afternoon a page entered his court and announced a visitor.
4. (Fade)
5. (Sound of sweet music as from a lyre)
6. Page: Colonel Snooks to see you, Sir Bonaparte.
7. Napoleon: Come in, Snookay. What did you find out about those sand dunes? Are they as bad as old Sourface claims?
8. Snooks: Citizen Bordeaux was not exaggerating, sir. There is a huge area along the coast that is just wasteland -- producing nothing.
9. Nap: Now don't you exaggerate, Snookay.
10. Snooks: I'm not. (Stuttering) I - I - I---
11. Nap: (Breaking in) Why, there is nothing, not even land, that is not producing something in this country, if I know anything about it. How big is this sand dune of yours, Snookay?
12. Snooks: No, sir. Yes, sir. That is - I mean - Well, the sand is shifting over an area of about

100 miles along the Atlantic Coast, sir.  
It has blown inland a hundred miles in some places and only fifty in others.

1. Nap: We can't have that. There shall be no waste while Napoleon is the First Counsel of France.
2. Snooks: Yes, sir, Citizen Napoleon.
3. Nap: Don't yee me. Can't anything grow there?
4. Snooks: No, sir.
5. Nap: There is no such word as "No" in my language. Haven't you learned that yet?
6. Snooks: Yes, sir.
7. Nap: Didn't I tell you not to "Yes" me?
8. Snooks: Yes, sir -- I mean - no, sir, I mean ---
9. Nap: (Breaking in on Snooks) Oh, enough, man -- get out -- when you find what will grow on that sand to stop its shifting, report again, but not before then, understand?
10. Snooks: Yes, sir.
11. Nap: There you go again -- begone.
12. (Pause)
13. Nap: Jo - Josephine, turn on the harpsichord. I've got to have something soothing after that dumb bunny. He'll drive me nuts.
14. (Sweet music) (Time passes)

1. Page: Colonel Snooks to report, your excellency, Napoleon.
2. Nap: Well, what's he waiting for? Tell him to come in.
3. Snooks: (Very bright and cheery) Hi, Nappy. I'm back again.
4. Nap: Snooksy, what's come over you? Who gave you permission to call me "Nappy"?
5. Snooks: You did, Nappy. You said you wanted no "Yes" men.
6. Nap: Well, old Snooksy-Wooksy, tell me what you found.
7. Snooks: It's worse than we thought, Bony.
8. Nap: Whoa! You can call me Nappy, but it's the wall at sunrise if you dare call me "Bony" again.
9. Snooks: You're getting too cranky, Nap. What you need is a trip to the forest where I've been. Puts pep back in the body. But let me tell you about those sand dunes first.
10. Nap: Yes. What did you find?
11. Snooks: Well, that sand's blowing inland all the time, Nappy. Every strong wind that comes covers up the fences and blocks the roads.
12. Nap: Hm - That's pretty bad. It must stop all transportation.

1. Snooks: Yes, not even your Lincoln-Zephyr would have power -- I mean, beg your pardon, sir -- I mean your carriage would get bogged down so deep, that not even your 50 horse power could pull us through.
2. Nap: What other damage is being done?
3. Snooks: Why, it's even covering up vineyards and houses. The entire town of Numizan is under five fathoms of sand now.
4. Nap: Why don't they stop it? Such waste! I won't have it!
5. Snooks: They have tried to stop it, sir, but the sand is so fine. It comes so gradually, by a shower of particles as fine as the sand used for hour glasses, that nothing is destroyed.
6. Nap: What d'ya mean, nothing is destroyed? The houses are buried, aren't they?
7. Snooks: Yes, yes, Nappy, but the sand rises so gradually among the trees it's as if they were being inundated with water. The herbage and tops of the trees appear quite green and healthy even while they're being submerged.
8. Nap: Do you mean to tell me you have the nerve to come back here to report all that damage without any suggestions for stopping it?

1. Snooks: Now, Nappy, I tell you you're too cranky.  
What you need is a good fishing trip out in the woods.
2. Nap: Oh, I'm too busy to go fishing.
3. Snooks: I met a forester down there who says he can stop the shifting sands. He's been experimenting for the past 12 years and says he can prove his work now.
4. Nap: Has he really got something worth looking at?
5. Snooks: Sure, he has. Get your line and tackle. We'll go fishing and stop in to see him.
6. Nap: Snooksy, you've got brains -- Jo -- Josephine -- I've got to be gone a few days on a business trip. Where's my fishing tackle?
7. (Fade)
8. (Time passes - next scene is in the Forester's little cabin)
9. (Sound of fire)
10. Nap: Say, this is the life. You foresters surely have all the breaks. Me for wood burning in an open fireplace, eh, Snooksy?
11. Snooks: You're right, Nappy. None of these new fangled oil burners with electric thermometers for me!
12. Nap: Now, what're you talking about?

1. Snooks: Oh, beg pardon, sir. Just my prophetic insight. I forgot you live only in the present.
2. Nap: That's enough out of you. Bremon-tier, you're the forester Snooksy was telling me about. He says you can stop this shifting sand that is threatening to cover up our most fertile land.
3. Bremon-tier: Yes, sir. You see people have been trying to stop the sand by piling up a barrier around their buildings.
4. Snooks: That's right, Nappy.
5. Bre: Well, sir. That doesn't stop the sand from moving. It just piles up higher.
6. Nap: Then what do you propose?
7. Bre: The thing to do is to slow down the wind before it picks up the sand, your excellency. If you put a barrier near the ocean before the wind had a chance to start the sand moving, you could grow something under the protection of that barrier.
8. Nap: Snooksy, did you hear that? The man's right. We'll build a fence all the way down the coast for 100 miles.
9. Bre: I think I can suggest a better barrier, sir, if you will pardon me.

1. Nap: What would you suggest, Forester?
2. Bre: In order to keep the wind slowed up clear across the blow area, you would need a series of barriers. We have found that a partial barrier will give protection only twenty times the height of the barrier.
3. Nap: Well, then we'll put fences every 200 feet clear across that shifting sand.
4. Bre: If you'll pardon me, sir, so many fences would make an enormous expense. They'd only last a short time, so that the cost of maintenance would be tremendous.
5. Nap: The forester's right again, Snooksy. But you have a suggestion, Bremon-tier. What is it?
6. Bre: I have done some experimenting, your Excellency; trees planted near the waters edge will grow and make a natural barrier.
7. Nap: Marvelous! Marvelous!
8. Bre: Then, sir, every half mile or so plant another strip of trees. That way the wind never has a chance to move that shifting sand except in the most severe storms. By then, our vegetation will cover the bare sand and protect it.

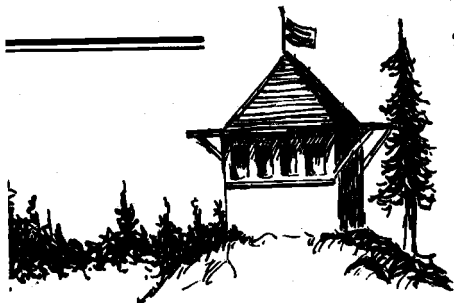
1. Nap: How can you keep the pines from blowing out when they are small?
2. Bre: I've used broom plants for a cover-crop. I planted five pounds of pine seed and two pounds of broom seed to the acre, then I thatched the planting with pine boughs pegged to the ground.
3. Snooks: But tell him about the success you had with these experiments.
4. Bre: You see, sir, in six weeks the broom plants were six inches high. With this shelter, the pines took hold and in a few years crowded out the broom. Once they got started they kept right on.
5. Nap: That's what we saw this afternoon, is it?
6. Bre: That was it, sir.
7. Nap: Bremontier, we shall follow that plan of yours. Be ready to present working plans. Snooksy, call the carriage. You'll toast your shins to charcoal if we stay in front of this fireplace any longer.
8. Snooks: Aw, Nappy, (Questioning tone) leave this cozy cabin with the wind sighing through the pines outside -- you don't want to leave this now, do you?

1. Nap: On to Paris, man, on to Paris! We've work to do.
2. (Fade -- Flashback)
3. Dave: Say, did Napoleon really do that, Hal?
4. Hal: Sure he did. There was a measure signed by him in 1801 to try the plan of Citizen Bremon-tier, engineer. By 1810 he entered into quite a forestry program of planting trees and regulating the cutting.
5. Clay: By golly, it all sounds incredible.
6. Lyle: But how much success did these Napoleon-built shelterbelts have, Hal?
7. Hal: Well, they reported that in a short time farmers in the plain of Cozoux were growing rice, tobacco, and Jerusalem artichokes in this reclaimed sand wilderness. Those trees now are a thriving forest.
8. Bert: Yessir! I always did say Napoleon was a smart fella.
9. (Laughter)
10. (Fade)

### FOREST FIRE PREVENTION SLOGAN CONTEST

This slogan contest was conducted as an educational method. The high school student had to stop to think a little about his subject in order to originate a slogan. This in itself was educational. The student probably enlisted his parents and friends to help him. This brought fire prevention to the minds of many people.

Slogans are easily remembered. If a student originated a slogan, he would probably remember it for a long time. Apparently, this contest was well worth while although it would be almost impossible to find a yardstick with which to measure the value.



## FOREST FIRE PREVENTION SLOGAN CONTEST

Open to Oregon High School Students in Good Standing

A Slogan is a brief striking phrase adopted for use in promoting a cause or advertising a product, community, or special event. A rallying or battle cry.

Slogans must carry a message about protecting our forests from their worst enemy, FIRE.

We are determined to keep Oregon forests green. Fires which do not start need not be fought. Human carelessness causes four-fifths of all forest fires. Good manners are as important in the woods as in the home. Not many people are wicked, but millions of us are careless. A fire which is kindled from one small match in two seconds may devastate thousands of acres of trees which required Centuries to grow. When the dry weather of summer comes we must be on our guard against fires. Forest fires are everybody's business. Let us make 1941 safe for our forests.

These are slogans, and together they indicate what we are talking about. You can write better ones!

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Prizes. The State has been divided into 8 groups of Counties, as follows:  
Group I - Clatsop, Columbia, Tillamook, Washington, Yamhill. Group II - Lincoln, Polk, Benton, Linn. Group III - Lane, Douglas. Group IV - Coos, Curry, Josephine, Jackson. Group V - Multnomah, Clackamas, Marion. Group VI - Klamath, Lake, Harney, Malheur. Group VII - Morrow, Hood River, Wasco, Sherman, Gilliam, Jefferson, Wheeler, Deschutes, Crook. Group VIII - Umatilla, Grant, Union, Wallowa, Baker.

To the student submitting the slogan judged best in each such Group will be awarded a personal prize of \$5.00. To the Group winner, whose slogan is judged best in the State, will be awarded a Grand Prize of \$10.00. To the High Schools, of which the eight group winners and the Grand Prize winner are members, will be awarded beautiful trophies suitably inscribed.

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Rules. Each student may submit one slogan. Each contestant shall write upon a sheet of plain paper the following, in his own handwriting: (1) The date. (2) His post-office address. (3) The name of his High School. (4) The County in which his school is located. (5) His Class Numerals. (6) His Slogan. (7) His full name.

Place entry in a plain envelope, addressed to Slogan Contest, School of Forestry, Oregon State College, Corvallis, Oregon, and mail not earlier than April 1st nor later than April 28th. No entries bearing postmarks later than April 28th will be considered.

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Judges. Slogans will be judged by a board representing: Oregon Department of Education, State Board of Forestry, School of Forestry, Oregon State College, and the Oregon Forest Fire Association.

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Contest closes to mail entries at midnight, April 28th. Entries may be submitted in person until 5:00 P.M., April 30th. Awards will be announced by letter and in the press May 10, 1941.

