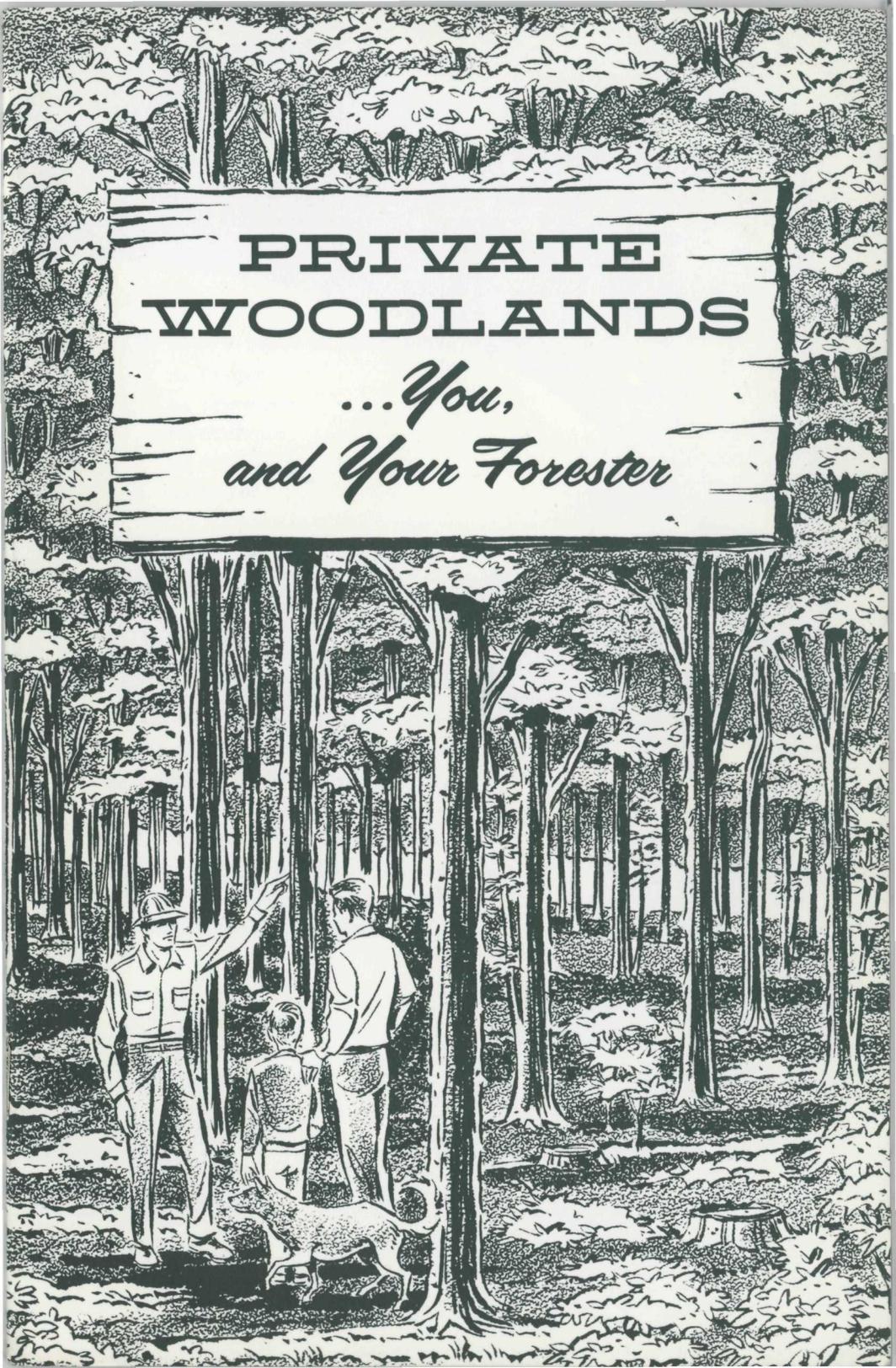
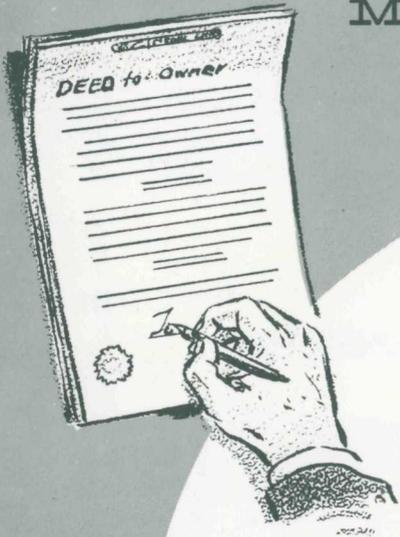


PRIVATE WOODLANDS

*...You,
and Your Forester*



CONGRATULATIONS MR. OWNER!



YOU are a man of distinction — a small-woodland owner — a member of America's largest group of woodland owners who possess the best resources on the most accessible and productive forestlands in the nation.

Your woodland is something to be proud of. It's a reservoir of renewable resources — wood and water and wildlife and edible products. It's a storehouse of products for wood-using industries and consumers. It's the outdoors, for outdoorsmen.



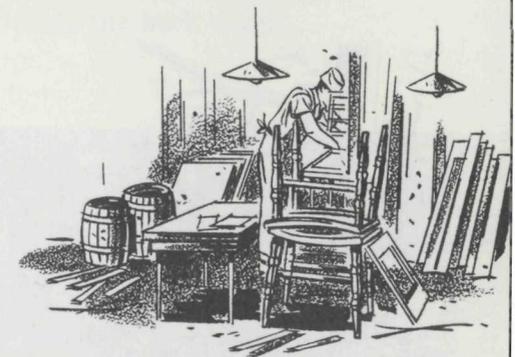
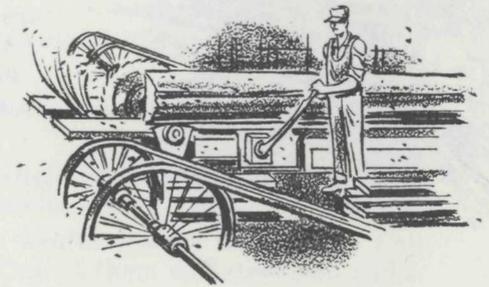
OUR COMPLIMENTS, MR. USER!

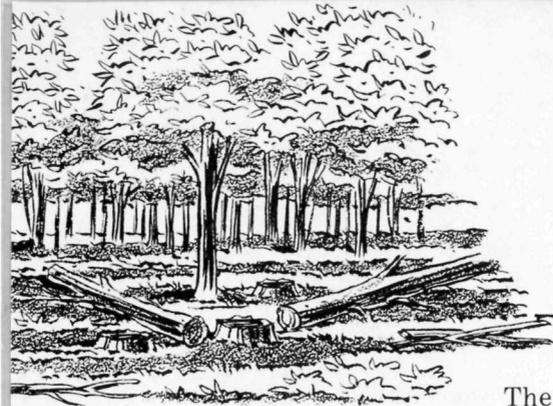
YOU have a stake in these private woodlands:

- as logger
- as processor
- as millman
- as contractor
- as buyer



You reap the benefits of perpetual harvests from private woodlands properly managed—the value of these woodlands is greatest when they are producing their maximum. And a forester will tell you and the owner how this can be done. Ask him and see! Page five introduces him to you. But, we're getting ahead of ourselves.





THESE WOODS CAN BE WEALTHY

The actual worth of any woodland, Mr. Owner and Mr. User, is up to you. To begin with, the woodland has to be healthy. Trees need proper care and attention — what we call forest management — to yield their fullest values.



Every woodland has trees which are desirable and some which are not. (No tree is really undesirable; we use the term desirable to denote the material worth of a tree to man, its importance to soil, to water, to wildlife, and to that elusive quality we call esthetic value.)

We know for a fact that when undesirable trees are removed the desirable ones grow better, and faster.

Under well-laid plans of forest management, the wealth of the woodlands yields fine rewards to you as owner, and to you as user . . . all the time.



THESE WOODSMEN CAN BE ALLIES

These men of the woods know forest management. They've studied its principles and have practiced it. They know the land, they know trees.

They have to be good to earn and to keep their titles. They stand by to help you manage your property or improve your product, with technical out-in-the-woods assistance.

(We know many who became close friends with landowners and processors.)

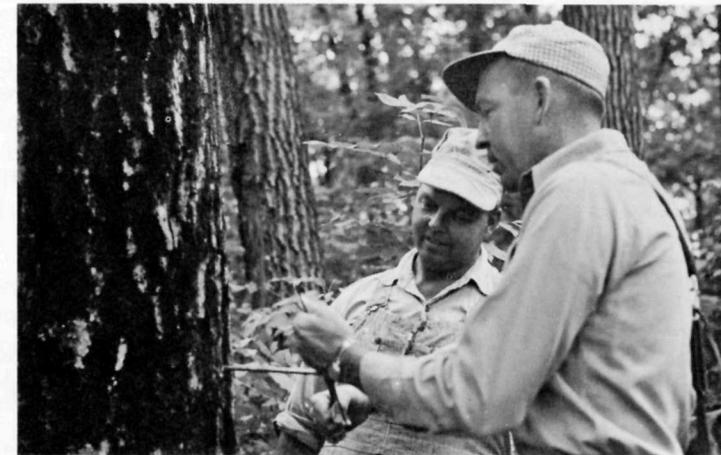
A Service Forester will help you all he can, at no charge. (Your State Forester is his boss.)

Now, you may be recommended to an Industrial Forester; his services are usually free.

You may want to talk your situation over with a Consulting Forester. His services are unlimited, for a fee.

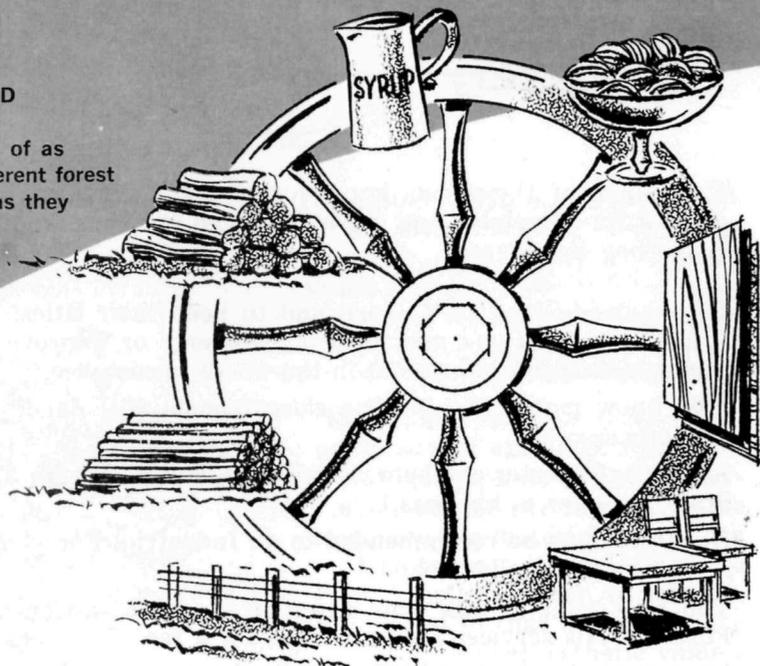
Do you need a lead on these weatherbeaten woodsmen? Call on your conservation people. One of them will steer you right.

There are other sources of help inside the back cover.



HARVESTING THE GOOD\$

- ★ POSTS
- ★ POLES
- ★ PULPWOOD
- ★ VENEER
- ★ Wagonfuls of as many different forest products as they can hold



A harvest is to a woodland what the hub is to a wagon wheel; a lot goes on around it and it's the center of a cycle. Harvesting today's products sets the wheel rolling toward tomorrow's products, and another harvest.

Scientifically planned harvests are used as tools in woodland management. Your forester is a scientist, skilled in selecting and marketing timber.

By following his suggestions, you can have your woodland cut at regular intervals, supplying products each time. His know-how leaves valuable re-

IN YOUR WOOD\$

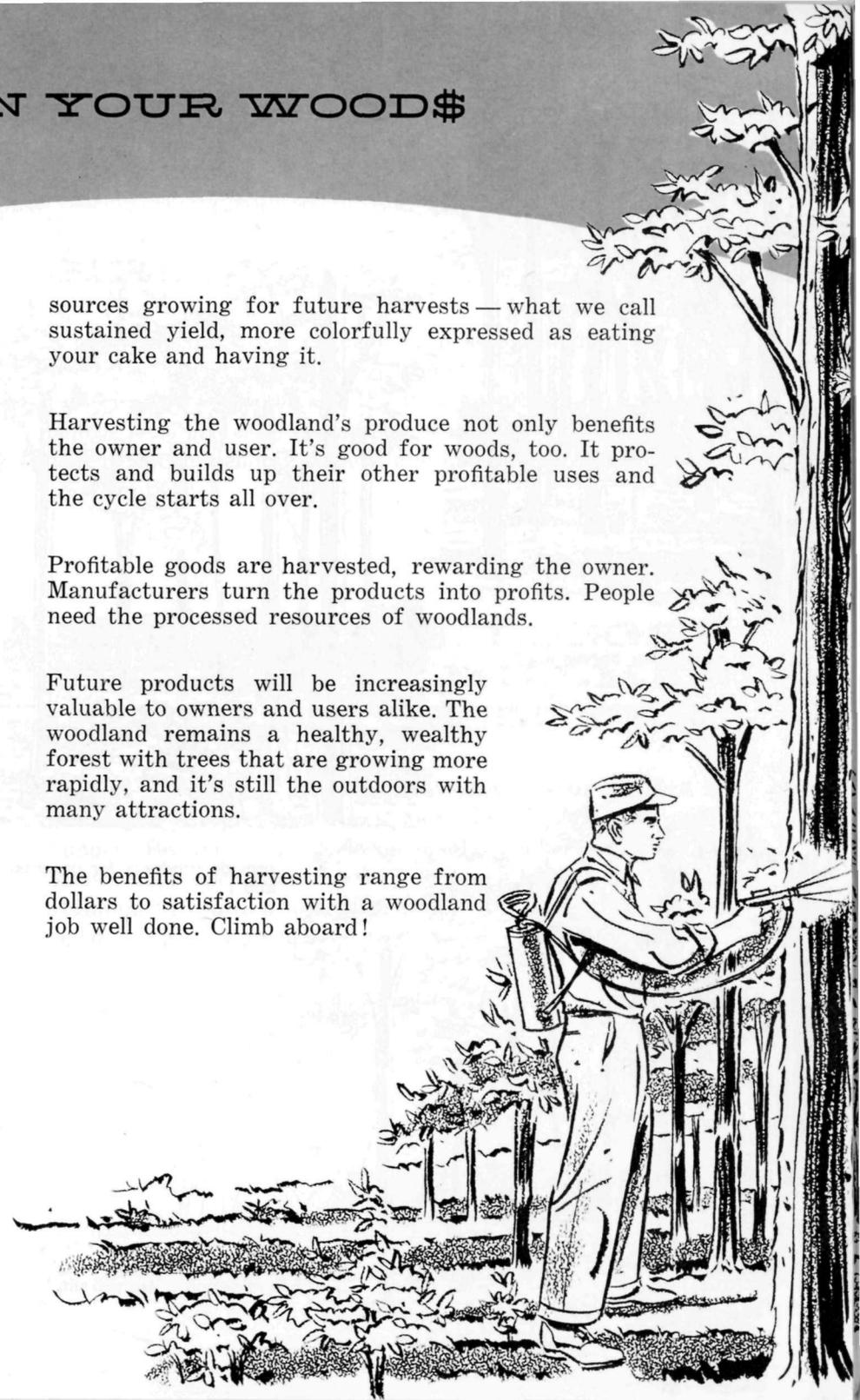
sources growing for future harvests — what we call sustained yield, more colorfully expressed as eating your cake and having it.

Harvesting the woodland's produce not only benefits the owner and user. It's good for woods, too. It protects and builds up their other profitable uses and the cycle starts all over.

Profitable goods are harvested, rewarding the owner. Manufacturers turn the products into profits. People need the processed resources of woodlands.

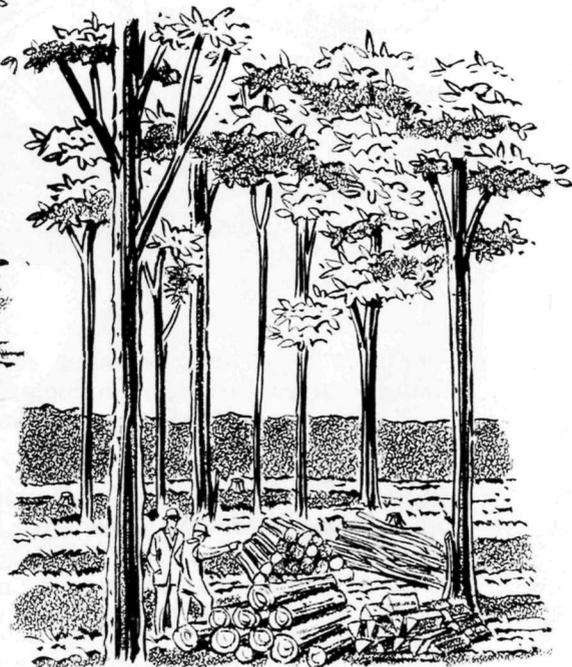
Future products will be increasingly valuable to owners and users alike. The woodland remains a healthy, wealthy forest with trees that are growing more rapidly, and it's still the outdoors with many attractions.

The benefits of harvesting range from dollars to satisfaction with a woodland job well done. Climb aboard!

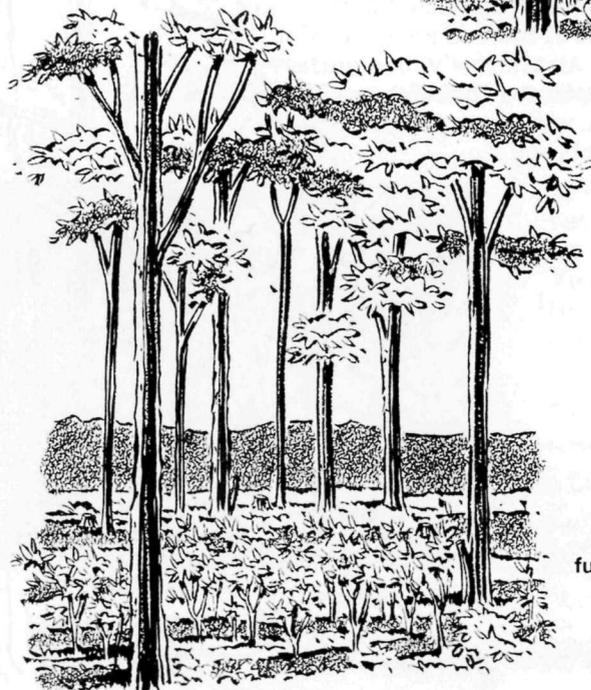




Trees marked for harvesting . . .



provide products for processors,
and . . .



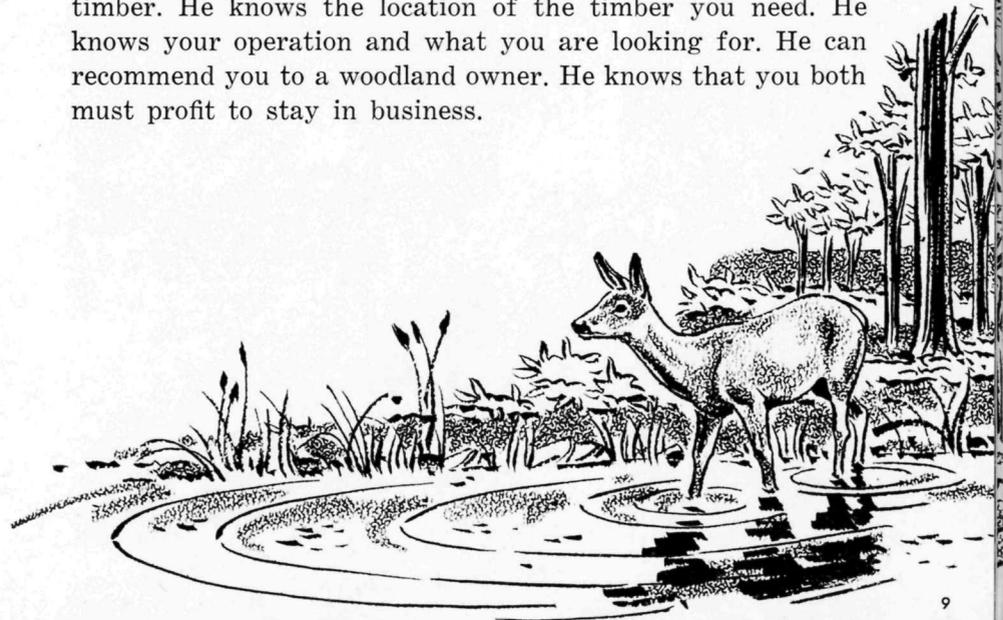
future supplies are growing!

SIR!...

after your harvest-trees have been selected, they should be used for their greatest values. Those not marked for cutting will boost your woodland to its maximum yield. Your forester knows local processors, their needs and abilities. He can assist you by recommending outlets, and help you negotiate or draw up a contract.

AND MESSRS. LOGGER, PROCESSOR, MILLMAN, CONTRACTOR, BUYER...

each of you can gain from the know-how of your forester. His techniques assure you continuous supplies of high-quality timber. He knows the location of the timber you need. He knows your operation and what you are looking for. He can recommend you to a woodland owner. He knows that you both must profit to stay in business.



We've been slipping in a few expressions used by woodsfolk: forest management, sustained yield, processor, renewable resources. Here's one more.

WOODS IMPROVEMENT

means weeding out no-value trees and helping the better ones grow healthier, faster.

- (a) Which trees to weed?
- (b) Which ones to develop?
- (c) Reduce your expenses?

Ask your forester—because woodland improvements require investments in time and money. He'll show you shortcuts to (a), (b), and (c).

The land is busy, growing and changing, as slow as centuries, and often deteriorating.

Improved woodlands are beneficial to all, growing fast, growing better.

If an acorn escapes the attention of a squirrel, and finds the right soil and the right conditions, it will become an oak. We don't know why, but we know how.

An improved woodland, we know, will grow into a storehouse of high-quality timber . . . useful and enjoyable to all.





IT PAYS TO KNOW YOUR ALPHABET

If what we've said up to now makes sense, but your troubles are mostly lack of cash, your forester can introduce you to people in alphabetical offices. These people want to help you and they have money.

If you are squeezed for cash, get to know ACP — the Agricultural Conservation Program. Your tax dollars allow ACP to share the cost of improving your woodland.

FHA—the Farmers Home Administration agency loans money at low rates.

Your forester will help ease you out of an embarrassing situation and into one of these programs.



THE "ELEVATOR" PLAN

The value of forest products goes up when worthless trees come down. This is good for woodlands and better still for Mr. User. From the remaining stand . . .

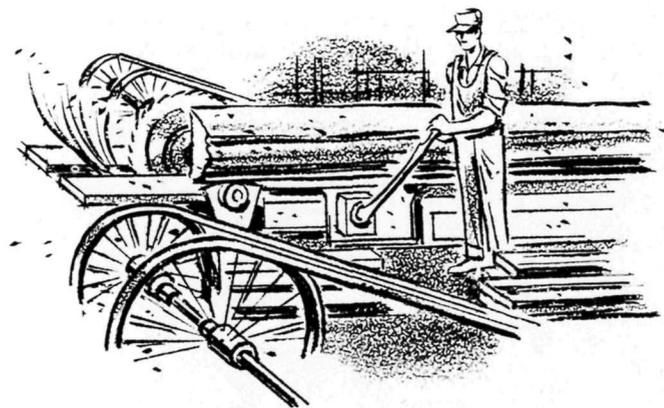
You buy sound timber

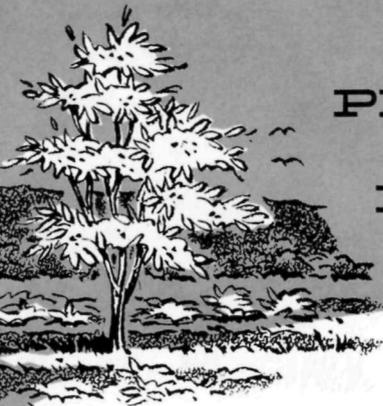
Your volume-yield is higher

Your end products are high quality, while

Your future supply is growing, becoming more valuable, and

Your operating costs come down.





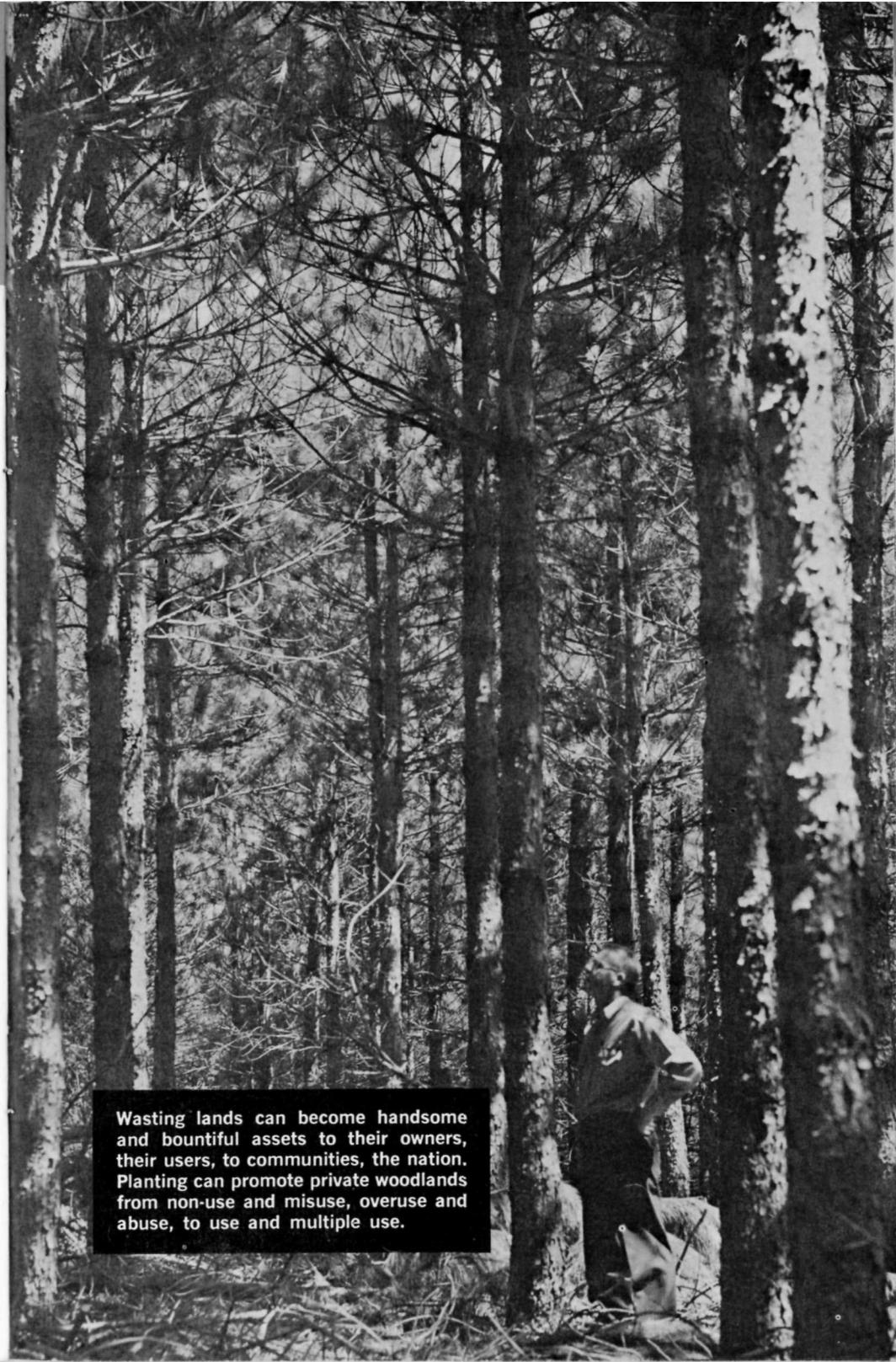
PLANTED TREES GROW INTO BENEFITS

Poorly stocked woodlands look slightly sick and a little ashamed, like someone who's put off going to a doctor.

Eroded land, which looks like the surface of the moon; over-used land, which never had a chance; improperly used land, which is extravagance; trees which only grow knots and thorns; and for fields abandoned and lonely . . . tree planting is a prescription that gets to the roots of the ailment.

Woodlands which are now non-productive are idle lands, wasting. They could be coaxed into producing products and pleasure, a many-splendored sight for the glad eyes of recreationists and at the same time, a source of multiple, usable resources.

An assembly line can start in your woodland — from the man with an axe and all along and down, through the sawmills, through the pulpmills, into the stores and out again to the newsboy on a city street corner selling his newspaper. They all depend on healthy woodlands and sound timber.



Wasting lands can become handsome and bountiful assets to their owners, their users, to communities, the nation. Planting can promote private woodlands from non-use and misuse, overuse and abuse, to use and multiple use.



PLANNING FOR PLANTING...

requires a proposal from you, Mr. Owner, then your forester will get on with the job.

He'll figure out the ground preparation, whether or not a tree-planting machine would be more economical, more practical than hand planting. He'll recommend the proper trees to be planted, and their spacing. He'll advise you on fire and disease precautions, and discuss costs.

He'll go beyond that and help you round up labor and equipment . . . the trees, too.

And beyond him are ACP and FHA (remember page 12?). Planting is a long-term investment in woodland-improvement programs, and these agencies also stand by to help you.



PLANNING FOR PROCESSORS



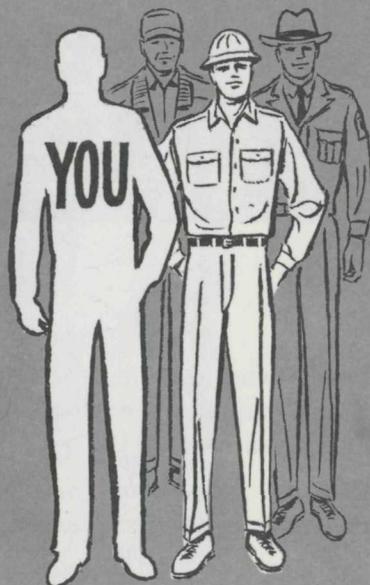
People who work in processing plants like to know that their timber supplies are assured for this year and next year and many years after that. They have long-term plans to make. Planting trees means more plantations and more plantations means more products, sustained yields of raw materials.

**MAY WE SAY,
MR. OWNER,
MR. USER...**

that we hope you'll call on your service forester.

The help he can give is practical and sincere. And it's a free public service for people who need a hint or two on how to get the most use and the most products from their woodlands, without impairing their land's productivity.

Your service forester is backed up by your State Forester who works closely with your Forest Service of the U.S. Department of Agriculture — a team that needs one more person . . . YOU.



These organizations are only a phone call
away from your forestry assistance . . .

State Division of Forestry
Technical Forestry Assistance

Forest Service, U.S. Department of Agriculture
Cooperative Forestry Programs

Agricultural Stabilization and Conservation Service
Agricultural Conservation Program

Extension Service
Information and Education

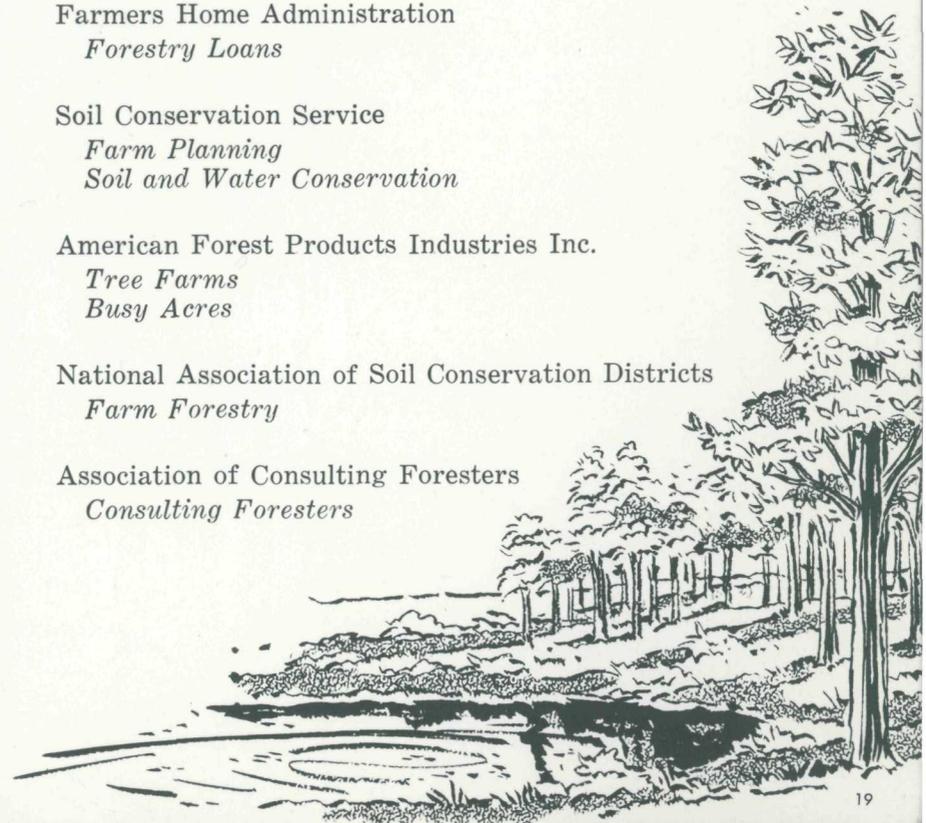
Farmers Home Administration
Forestry Loans

Soil Conservation Service
*Farm Planning
Soil and Water Conservation*

American Forest Products Industries Inc.
*Tree Farms
Busy Acres*

National Association of Soil Conservation Districts
Farm Forestry

Association of Consulting Foresters
Consulting Foresters



Forest Service, U.S. Department of Agriculture
Milwaukee, Wisconsin, 1964

State Foresters
North Central Region

