



MARGARET MARCH-MOUNT

U. S. FOREST SERVICE

DIVISION OF  
INFORMATION AND EDUCATION

MILWAUKEE, WISCONSIN  
U. S. A.



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DEC - 1 1940

*Busy in the 'Embassy of Trees'*



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—Journal Staff

# 'A Pine for a Penny'— She Leads Tree Fight

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That explains why Margaret March-Mount, Milwaukee's woman forester with the United States forestry service, began her current nation-wide campaign to interest American school children in trees. Her Slogan is "Penny pines."

"The object of the campaign is to obtain pennies from school children for pines to be planted in national forests," said Miss March-Mount Saturday. "The forestry service has agreed to plant 1,000 pines on one acre of forest land for every \$4 contributed by the school children."

## Many Letters Come

Since the campaign or "Children's Conservation Crusade," as Miss March-Mount officially calls it, was announced recently in My Weekly Reader, a publication widely read by school children, pupils from the Atlantic to the Pacific have responded to the plea for pennies. Each day a batch of mail from interested juvenile contributors is dropped on Miss March-Mount's desk in her office at the Plankinton building here.

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"We read about you in our Weekly Reader. You are doing a great work for our country. We like your idea of pennies for pines. So we are sending you pennies for trees. We hope they will grow big and healthy."

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Miss March-Mount hopes that every child in the country will become a contributor. Arrangements will be made, when possible, to have the children themselves plant the pines in the forests, she said. There are more than 75 co-operative national forests where the "penny pines" are being planted.

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"The contributors were so elated over the idea that we have planted about 640 acres in the Nicolet forest with pines paid for by penny donations," said Miss March-Mount. "The success of the Nicolet program prompted me to establish the 'Children's Conservation Crusade.'"

The federal civil service commission has listed Miss March-Mount's official rank as "assistant informational specialist." Others have described her as "director of women's forest activities," "woman ranger," "woman forester" and "ambassador of trees." While on a visit in Paris, a newspaper reporter referred to her as "conservatoress."

Miss March-Mount likes best the designation of "ambassador of trees," because her educational work takes her several times a year over Uncle Sam's vast north-central national forest area—a tremendous tract of 9,500,000 acres in 14 national forests.

Her travels bring her in contact with state and national women's club leaders at polished urban dinners and with lone forest rangers out in the wilds.

When not on the trail, Miss March-

Mount surrounds herself in her office with as much as possible of the atmosphere of the woods. Something resembling a dwarf conifer peeps up to you from a blue pot in her sunny window, pine cones adorn one wall, a wooden squirrel surveys a bowl of nuts, and various pictures and emblems take you in imagination right out into the great open spaces.

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Musa from New York for Tela.  
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# Club Roundup

By Genevieve Reynolds

## 'Tree Lady' Tells Need of Forests, Calls Wood a Most Valuable Weapon

DYNAMIC Margaret March-Mount, director, Women's Forestry of the United States Forest Service, has her own idea of defense. It's trees. Not so popularly talked about now as the Red Cross or A. W. V. S., the tree solution isn't so far fetched as appears at first glance.

And with the men foresters being called to arms, it seems largely up to the women to plant, to tend and conserve the trees. Also, it's an important job that children can share, according to Miss March-Mount, who is often called "The Tree Lady."

"While we spend billions for bombs," she said, "Let us encourage the children to invest pennies for pines. Bombs explode, pines grow."

"Wood," explained Miss March-Mount, who was seen recently in Washington wearing her green uniform with jacket pockets so huge that no pocketbook was needed, "is a potent arsenal in time of war. No other material seems to fulfill so many wartime requirements. In Europe, people have learned that to be without wood in time of war is almost as bad as being without bread. That's one essential reason for protecting the American forests from careless fires and sabotage."

The money value of timber burned each year would build a fleet of battleships, pointed out Miss March-Mount. "The German high command," she said, "are telling their people that the second most important resource needed to fight a long war, are the forests. We need to preserve our wood not only for battleships now but for reconstructing the country when peace comes."

In this grim era of bombs versus bread and butter, women must look ahead of the time when war will cease to impoverish the people, and they may grow all crops on protected soils to feed hungry populations, according to Miss March-Mount. "Then likely there will be a demand for wood for new homes, churches, schools, offices, ships and factories," she said, "in order to restore and eventually surpass conditions that normal folk hold dear."

In discussing the part that club women have played in the past toward conserving the forests, "The Tree Lady" pointed out that the National D. A. R. had planted five million little trees in 36 States and the District of Columbia. The General Federation of Women's Clubs has set as one of its goals a federation forest in every State in the Union.

After spending ten years in the Washington office, Margaret went West to continue her work with the United States Forest Service.

## Camp Fire Girls in Takima Koda Unit Are Never Wall Flowers—They Conga

WALL FLOWERS? Not the Camp Fire Girls in the Takima Koda group. Come tomorrow night, these girls will sponsor a dance at the Palisades Field House. Furthermore, a dancing instructor will be on hand to teach those that don't already know—the conga and square dance.

Other groups in the Potomac area are busy with a wide variety of activities. Girls in Mrs. Marvin Simmons' group are completing a Red Cross Afghan. All the groups in Montgomery County have been assisting with the Camp Fire Book Shelf in the Bethesda-Chevy Chase library, in cooperation with Mrs. William Winkler, a member of the The Sacajawea Group, under leadership of Mrs. Frederick A. expects to attend special church services for Camp Fire at bright Memorial Church, Fourth and Rittenhouse



Miss March-Mount

## Mrs. America Five-Foot-Foot But No Ven

By Ida Jean Kain

VENUS was 5 feet 4 inches according to the records, whatever her weight has been, her figure was perfectly proportioned. The average American is the same height, she is no carbon copy.

The big difference is weight distribution. Even her curves were on the slender order, the original beauty had a waistline that measured inches less than the modern that is just about twice as most women can carry their figures.

There is no advantage looks or to health in having waist measure a mere 5 inches so less than the bust. A supple waist is healthy.

### To Firm Waist

Our daily defense doze by all means, include exercises to firm your trim it down. You can otherwise. You will find very effective:

1. Stand sideways to a wall, feet slightly away from one arm overhead. Push hand up the wall slowly, using every muscle fiber on side as you push and through the midriff. Repeat six times. The sides and reach up with hand.

2. For this one, stand away with your side against the doorframe, grasping the frame above head. Keep your knees and arc your body out, other side of the door. Movement should be concealed that sideward arc and should be kept tucked, abdomen pulled up, so that in good alignment. Arms should be on those muscles the outer arc. Rest five times, then turn and try it on the other side. You can put your entire weight in this exercise and it really takes the inches from waistline.

### Door Exercise

3. This is also perfect for the aid of the door. Door about half open, stand to it, and reach and grasp the top of the door corner. Stretch through the midriff, slowly, bring knee up to the chest. Lower repeat six times. The perform on other side of the door, not only waistline slim, but abdominal girdle.

It is really surprising

## A Dream Coming True

Miss Margaret March-Mount, with the United States forestry service, originated the idea of stimulating new forests, by a "Penny Pine" campaign which has made the boys and girls of the nation forest-minded, and resulted in the planting of seedlings in states where wooded areas prevail and conditions are favorable to the growing of pines.

Her plan, which is now beyond the experimental age, and has U. S. sanction, makes available the planting of 1,000 trees on one acre for every \$4 raised by school children.

It was a great thought and it was born during an emergency. As a girl she watched the settlers plant firs and pines. Later in years she witnessed a forest fire from a mountain top in Oregon and visualized how these fires might be prevented with education. Her aim was to begin with the children in the schools, and when she became identified with the forestry service, a dream of long standing was to be realized.

The plan was first tried out in Nicolet national forest, near Rhinelander, Wis., and met with such tremendous success, that it spread like a forest fire, but with none of those disastrous effects. Today from the south, the west, and the great northwest, pennies are pouring in, and miniature forests are springing into being.

From the mountain slopes of far away Oregon a little girl grown to womanhood, and in the U. S. forestry service, is awakening the children to pioneer in a work that will bear fruit in the years to come. How fitting that little children should aid in planting and then grow up with the trees, and see the beauty during their life time. If we had thought of this a century ago, and stayed the hand of the axeman, Wisconsin and the nation would enjoy the great outdoors, with the added beauty of pine forests at our door steps.

It has been a great pleasure to follow the work of Miss March-Mount who is building in the hearts of children a better appreciation of an attractive America.

The Shebongon Press

Dec. 5, 1940



# NATIONAL NATURE NEWS

"Spring in the world! And all things are made new!"

Volume 2, Number 14

WASHINGTON, D. C.

April 4, 1938

## Feminine Champion of Trees

By Dorothea Kahn

MANY of us, tramping over the springy, fern-bordered paths of our precious remaining forests, have longed to save these fragrant woodlands from harm; but we have felt so helpless—one person against commercial interests that swing axes, against careless multitudes who drop cigarette-tinder on dry leaves. And yet one person can do so much!

Margaret March-Mount, "ambassador of trees" for the U. S. Forest Service, is teaching many this lesson. Wherever she goes these days, forests seem to spring up. Twenty new forests in five middle-western states are budding out this spring as a result of friendly talks about trees she has made to women's organizations. Children's groups, too, such as the Girl Reserves, are "adopting" forests in response to her persuasive appeals for replanting denuded hillsides. She does all this as part of her work in the Forest Service; really, she made the job herself to realize her lifelong ambition to do something to restore the leafy loveliness of the country which careless pioneers had thoughtlessly cut away.

A descendant of such pioneers, she grew up seeing the harm done by careless cutting and burning. In southern Illinois, where she spent her childhood, she saw bare gullied hillsides and she learned that the soil had washed off into the river because no protecting woodland cover remained to hold it where it belonged. In her early teens, she lived in western Kansas, and learned about dust storms, an-

other result of destruction of vegetative cover.

She thought about it a great



MARGARET MARCH-MOUNT  
Enthusiastic press agent for forests.

deal. Margaret loved the woods, and all the little wild things that make their home among roots and shrubs and in hollow tree trunks. She wanted to see her country regain its natural verdure, its birds and squirrels and gophers. Now what could she do?

She went to Washington and worked in the offices of the U. S. Department of Agriculture. From there she transferred to the U. S. Forest Service in Wyoming, in the Shoshone National Forest. Although she scarcely realized it, she was moving step by step to realize her desire to "do something about it."

At Cody, Wyoming, her work at first seemed not at all vital to conservation, however. In every office there is much routine work, and it can be very dull, if a person lets it be. To a person longing to see millions of denuded acres replanted with living trees, the technical details of a branch of the forestry service can seem quite tedious. If one lets it.

If you were to hear Miss Margaret March-Mount today speak from a platform, as she does frequently, in behalf of the forests she loves, you would never guess that it was through this kind of apprenticeship that she got the necessary ground-work for her inspirational addresses. She did, though. For while she was working away at a typewriter she was not thinking only about the keys she was hitting; she was thinking of green Gothic arches of graceful boughs; she was thinking of ways to interest women—thousands of women—in working to restore forests. And of course ideas came to her—came tramping, as ideas do when room is prepared for them and they are invited.

She began first to write articles about forests. Her duties didn't allow her to do much of this sort of thing during the day, so she fooled the clock and got up at three or four in the morning and wrote. Editors liked the freshness of her views, her sincerity, and they published her articles. Then, little by little, her work seemed to unfold for her.

It didn't come quickly.

For some years she kept up her habit of writing at strange hours, doing two pretty much man-sized jobs without any fuss, just glad that she was getting an ever wid-

(Continued on page 3)

## FEMININE CHAMPION OF TREES

(Continued from page 1)

ening audience in her plea for conservation. She got transferred to northern Michigan, and she kept right on writing. Then she joined the staff at Milwaukee, Wisconsin, Headquarters of Region 9, and there she has remained.

"Remained," however, is hardly the word. Now-a-days this five-foot defender of the giants of the woodlands spends only a small part of her time in an office. Garbed in a heather-green uniform, a feminized version of the suit the rangers wear, with a saucy beret cocked upon her curls, she fills invitations to speak at women's conventions all over her region. Blessed with a sense of humor, she preaches conservation with so much gayety that women conceive of it as something that is not a doleful duty but actually fun.

And why does she spend her time with women's groups rather than men's? Because her experience in the Forest Service and out of it has convinced her that women have a big role to play in saving the nation's arboreal resources and in "revitalizing" depleted areas.

"Uncle Sam has been a bachelor far too long," she says with a twinkle in her blue eyes. "Whether or not he takes unto himself a wife, he needs a nation of nieces, helpmates, and handmaids if he is to get back his forests."

There are immediate, practical things for women to do. Intangible values are all right, but it is a great comfort to a woman to be able to see the results of her efforts. So when the little forest missionary is asked by women, "What can we do?" she is ready with a handful of answers.

"Give pennies for pines," she invites.

For one penny, the United States Forest Service can plant two pines. For \$4.00 it can cover an acre with

1,000 seedlings. Miss March-Mount has put this attractive proposition before club women: "Save your pennies and plant a forest at \$4 an acre."

Twenty sizable forests in which baby pines are now growing to tree-hood, each planted by a women's organization in the Ninth Region (Wisconsin, Minnesota, Michigan, Illinois, Indiana, Ohio and Missouri) are flourishing today as a result of talks made by this friend of forests. And are the club women proud of them!

Miss March-Mount credits Mrs. Frank K. Quimby of Racine, Wisconsin, with the spread of the "penny pines" idea among Wisconsin children. In any case, the juniors of this state contributed so many coppers that the Forest Service is planting 1,200 acres with their contributions.

But one may ask, with all the money being spent in Washington, why does the government have to solicit penny contributions for its national forests? The answer is that these are not ordinary plantings; they are visual object lessons for those not yet awakened to the need for reclaiming the woodlands.

Every year Margaret's audience grow bigger. Always in her talks she sprinkles in gay bits of verse, touches of humor, epigrams easy to remember. She is a natural popularizer. Here is an example of how she gets women to think of conservation as fun.

A year ago this coming June, Miss March-Mount accompanied a "Show Me Caravan" of club women, members of the Minnesota Fed-

eration of Women's Club and their friends, to the headwaters of the Mississippi and saw what local and U. S. foresters were doing there. At this strategic spot, they visited Ranger A. W. Stone who for some ten years had been giving amusing certificates to visitors who climbed to the top of his lookout—certificates making them members of the Ancient and Honorable Order of



DEDICATION PLANTING—MISS MARCH-MOUNT AT RIGHT WITH SPADE.

Squirrels. Upon arrival here women were invited to mount. Some did, some didn't. But all were enrolled in a new society organized on the spot, "The Caravan Squirrel Club." Those who climbed were mother squirrels, those who didn't were ground squirrels.

Margaret March-Mount would not have to get up before dawn now-a-days to spread the gospel of forestation, for this is now her only duty; but she still beats the sun up frequently. She has so much to say, and—now—so many opportunities to say it. Radio stations invite her to speak and to bring in her club women friends as speakers. Requests for interviews and articles come to her; invitations to address clubs and conventions.

Here is a first impression of her

(Concluded on page 7)

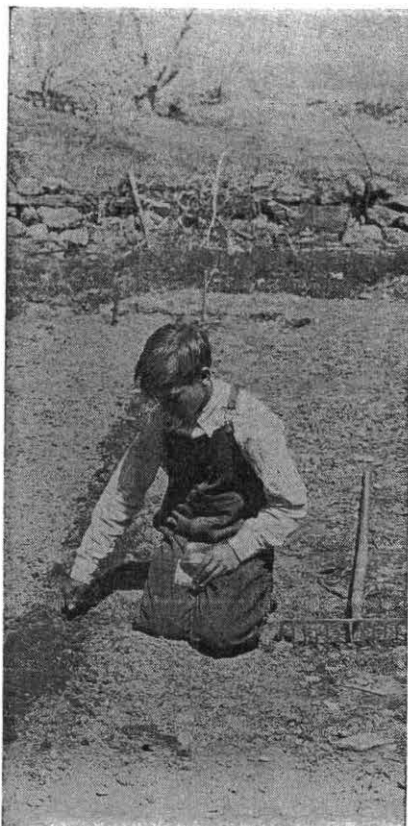
## Seed Planting Time

A LITTLE child, a plot of ground, a package of seeds! What adventures for all three! First of all the right seeds must be selected. Some thrive in one kind of soil while others need a very different type. Seeds are like people in many ways; all of them cannot grow well and be happy on the same food. That is why florists have so much success growing plants while those who plant seeds in any kind of soil do not. So you see, it is very important to know what soil you have to offer your little seeds and whether you have the right amount of sunshine and drainage for them.

There is a miracle for all of us to witness each year when we plant seeds. Some of them are so tiny that we wonder how the germ contained inside can find room in so small a space. The shapes and colors of seeds are amazing if you will take the trouble to look at them under a magnifying glass. Some seeds can wait for twenty years and still retain the spark of life and when planted grow into fine healthy plants. Others live for ten or five years, or less. When the seed begins to grow it bursts its shell and sticks out a tiny toe which finally takes the form of a root that is eagerly trying to snuggle into the soil to obtain the food and moisture it needs.

When the tiny plant is once above the ground you will have to watch out for the foes that are always on hand to take the joy out of gardening,—if they can. Insect pests, cotton-tails and molds, and birds that sometimes eat bits of green, will visit your garden constantly. You must learn what kind of drink to give the insects and have a spray ready to kill them in order to defend your plants. Then the weed tribe must be kept down. These flourish rapidly and every day weeding must be done or else the

plants will become choked and their growth will be stunted. All of the various things you will have to do to have a successful garden will keep you out in the



"WITH FAITH HE SOWS HIS SEED."

fresh air and sunshine and you will be benefitted by them as will your plants.

Planting seeds in flats (small shallow boxes) and then transplanting them when they are old enough to stand the change, saves time. The flats can be kept in a sunny window or on a radiator while the seeds are germinating. Of course too much heat will kill the germ and this you must be careful about. Allow the soil in which the seeds are getting a start in life to be warmed and keep it moist. You will be surprised how quickly the tiny plants will grow when once well started.

It is a grand thing to have a garden. You will discover so many new things in it each day. The first garden may not be all that you hoped for, but you can make each garden an improvement over the last one.

### FEMININE CHAMPION OF TREES

(Concluded from page 3)

giving one of those talks as jotted down by an Indiana club woman, and it can be given as a portrait of a happy person, joyful in the unique job she made for herself just because she wanted to do something for trees.

"A little girl, standing on blunt tiptoes, waving her arm in the air as she asked for 'No applause' in her hurry to squeeze into a ten-minute talk a full hour's fine suggested ideas. I love folks who love their jobs and who see far more in them than they ever have time to tell about for the very doing of it. She surely is that sort of person."

### MORE THAN 2,000 WOMEN ACT AS CROP REPORTERS

More than 2,000 women act as voluntary crop reporters, according to the Crop Reporting Board of the United States Department of Agriculture. These women furnish both crop and livestock information which the board uses in monthly reports. Some of them have been reporting crop conditions regularly for more than 15 years.

### FEWER CHICKENS

The number of chickens on farms January 1, 1938, is estimated by the Bureau of Agricultural Economics at 387,251,000, compared with 420,257,000 last year, a decline of 7.9 per cent. Present numbers are 3.4 per cent fewer than in 1936, 0.7 per cent less than on January 1, 1935, and probably the lowest since 1922.



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NORTH CENTRAL REGION - U.S. FOREST SERVICE



# NEWS BULLETIN

OTTAWA NATIONAL FOREST

HEADQUARTERS OFFICE - IRONWOOD MICHIGAN

I  
PUBLICATIONS  
Press Release

WASHINGTON OFFICE  
Information and Education  
FROM R-9

February 3, 1939

FOREST SERVICE  
FEB - 6 1939  
RECEIVED TO  
INFORMATION  
AND  
EDUCATION

INFORMATION AND  
EDUCATION

RELEASED FOR IMMEDIATE PUBLICATION:

Prevent forest fires, save the soil, protect wild life is the gist of talks to be given by Miss Margaret March-Mount at women's club meetings in the western one-half of the Upper Peninsula.

Miss March-Mount, "Ambassadress of Trees", is in charge of Conservation Educational Activities with Women's clubs in Region 9 of the U. S. Forest Service with headquarters offices in Milwaukee, Wisconsin.

Crusader for Conservation, Miss March-Mount has accepted the challenge Foresters have flung to women to help save American woodlands. Today women's and girls' organizations in the whole North Central National Forest Region are making forestry their cause, and are asking for up-to-now news from the forest front. Miss March-Mount's trip to the Upper Peninsula is designed to acquaint women, through direct contact with their clubs, of their responsibilities in the Government's program of Conservation.

Miss March-Mount has written for "Happy Days," a conservation newspaper which goes to every conservation camp in the United States. She also writes for "Parks and Recreation", and various other publications.

She recently returned from a three-month trip through Europe where she studies forest policies in England, Scotland, Belgium, Holland, Italy, Germany and other countries.

"Women and World Forestry" will be the subject of radio addresses Miss March-Mount will give over Station WJMS, Ironwood, at 5:30 P.M. February 6, and station WHDF, Calumet, at 5:45 P.M. February 10. She will address the Ironwood Woman's club on Tuesday, February 7 at 2:45 P.M. and the Ironwood Junior Woman's club at 8:00 P.M. of the same day. On Friday, February 10, at 2:30 P.M. she will address a combined meeting of Houghton County Women's Clubs to be held in the Union Building in Calumet, and in the evening of the same day she will appear on the program of the Houghton-Hancock and Calumet Business and Professional Women's Clubs meeting jointly in the Civic Club Room of the Community Building, in Houghton at 8:00 P.M. On February 14 she will lecture to the Ontonagon Woman's Club, Ontonagon and Greenland Study Clubs in combined meeting in the Ontonagon High School Auditorium.

AMBASSADOR OF TREES

From June 21, Christian Science Monitor. By Millicent Taylor.

When she comes into the room in her trim heather-green uniform, you just naturally think of trees. Perhaps it is the look in her eyes - as if used to considering things over a long range, planting for posterity. Perhaps it is her serenity, gained possibly through her contemplation of vast forests and possibly from her conviction that it takes more than one lifetime to teach a people conservation. Probably, too, it is because you know so well that America's Number 1 Woman Forester, Margaret March-Mount, is so deeply devoted to her work for the United States Forest Service that her very presence makes you more mindful of the grandeur, beauty, and worth of trees.

She has been called an ambassador of trees, a press agent for forests, a champion of tree planting. Her actual title is Director of Women's Forestry, Division of Information and Education, and her region of work the north central part of the United States, with headquarters in Wisconsin.

You see her helping women's clubs to think more about conservation, to study, and take on tree-planting projects, to dedicate their memorial tracts. You see her stepping up to the microphone to give forestry-education talks. You see her talking to school children, Scout groups, Girl reserves, and conducting show-me caravan trips through deep leafy forests, youthful growing woodlands, pine-scented young nursery areas, and stark, heart-breaking burned-over regions. Everywhere she speaks for trees, and in her wake increasing numbers of women and children, newly aware of the treasure that may be America's, raise money and "adopt" acres where men of the Forest Service then plant thousands of little seedlings.

Forty new forests have budded out this season as a result of the talks she has made to women's organizations. Margaret March-Mount is convinced that women of America have a most important work to do in saving and increasing the nation's forests. One of her projects with them has the slogan, "Give pennies for pines." For one penny, the United States Forest Service can plant two pines...

Not so many years ago, Margaret March-Mount was a young girl of the treeless prairie lands of Kansas that are now in the nation's dust bowl. Before that she lived in southern Illinois where she learned that bare eroded hillsides whose soil had washed down into the river were the result of ignorant, wasteful cutting of the beautiful forests that once protected the region. She loved trees even then and longed to do something for them.

Later you see her working in offices - clerical work in the U. S. Department of Agriculture, in Washington, under the U. S. Forest Service in Wyoming. Dull routine work it could have been to one who wished most of all to get out and help people plant trees. But she used it for apprenticeship, never losing sight of the work she wanted to do, work with women, for the sake of more and safer forests. She wrote articles ... she gave talks. She carried a full sized office job, but never ceased this other work that was closest to her heart, - bringing people and forests together.



## CIVIL SERVICE EXAMINATIONS

The Civil Service Commission has announced a silviculturists examination, applicants to have the opportunity of choosing from four optional branches: general silviculture, forest physiology, forest genetics and dry land forestry. Successful applicants will be considered for the positions of assistant, associate, silviculturist, senior and principal in the Bureau of Plant Industry and the Forest Service. Salary ranges from \$2600 to \$5600. Applications from Colorado and Wyoming must be on file in Washington by July 27; from other states, by July 24.

- - - - -

Announcement is made of Civil Service examination for Senior Architect, Architect, Associate Architect, and Assistant Architect, at salaries ranging from \$2600 to \$4600. Applications should be on file in Washington July 24 from all states except a few western states, including Colorado and Wyoming, due July 27.

- - - - -

## DEMAND FOR SAWDUST

The Custer County Chronicle, published at Custer, South Dakota, on June 29 stated that William Richtman had completed the contract in which he furnished 25,000 tons of sawdust for grasshopper control work. He shipped 1200 cars of sawdust to 7 western states. Most of it went to South Dakota, Nebraska, and Montana. During the rush season he loaded 65 cars daily. About 60 trucks were used for two months and 200 men were given employment.

The Chronicle also stated that Walter Winters was awarded a contract for 5,000 tons of sawdust - that 38 trucks and 100 men were engaged in loading. L. B. Nichols, of Pringle, was also awarded a contract for loading sawdust.

From the foregoing it appears that if grasshopper infestations continue for several more years, the two Black Hills Forests will be pretty well rid of old sawdust piles.

## GOVERNMENT EMPLOYEES' MUTUAL RELIEF ASSOCIATION

The 33d annual statement of the Government Employee's Mutual Relief Association shows that since the Association was organized it has paid to members \$272,035.67 in indemnities and benefits. During the calendar year 1938, the income of the Association was \$13,466.65, and the disbursements were \$12,660.82. There was a cash balance in the treasury on December 31, 1938, of \$2,130.77, which with interest-bearing securities amounting to \$15,300, gives the Association total resources of \$17,430.77.

This Association, of which George G. Anderson, of the Forest Service, has been President for many years, is operated on a non-profit basis. Male members of the Forest Service under 50 years of age are eligible for membership and the dues are \$6.00 semi-annually, plus \$1.00 initiation fee. Membership continues as long as dues are paid and the member remains in the Service. It pays actual expenses for doctors, medicine, nurses, and hospitalization, all within certain limits, with no red tape as to payment. It is quite worthwhile, as a number of employees have learned through experience.



R A D I O C A S T

FOREST FIRE PREVENTION - A PERSONAL RESPONSIBILITY

(That Human Twist!)

W T M J

The Milwaukee Journal Station  
Milwaukee, Wisconsin

....

Margaret March-Mount  
U. S. Forest Service

Interviewed by:

Miss Margaret Lee

~~4473~~  
~~1107~~  
1107  
Miss Fried

ANNOUNCER: Miss Margaret March-Mount, of the United States Forest Service speaking on forest fire conditions. Miss March-Mount spent last summer observing forests in nine European countries. With a group of American forest-minded women she is planning to spend next summer in British, German and Scandinavian woodlands. Now, Miss March-Mount, forestry looks like a new profession for women, but will you help us to realize our personal responsibility.

M M M Thank you, I shall be very glad to, especially as our topic is PREVENTION, which is better than cure. We feminine foresters believe in STOPPING FIRES BEFORE THEY START.

ANNOUNCER: Then women aren't really expected to go out and actually fight fire?

M M M No, but you know everything starts in talk, and green trees and pink teas are society sisters.

Forest fire conditions have been extremely critical - largely because we've had the worst drought since 1871 and even though the long dry spell seems to have been broken in spots, unless rains continue falling on our national and private forest lands, we're in for a very dangerous season. That is why the Chief Forester is sending out this SOS call - all over the nation - at sea that means save our souls - on land, save our soils. Forest fires not only burn the trees, human beings and woods creatures, but they also sear the soil so that only inferior trees come back naturally. Dame Nature puts us on probation, you know.

ANNOUNCER: Miss March-Mount, before we get started, will you tell us something about Uncle Sam's Forests; their importance?

M M M Just to use a statistic or two, we have 158 of them - they belong to all the people in the United States, including Puerto Rico and Alaska - about 175 million acres of land. That's about an acre apiece for us all; so you see, we do have a personal responsibility. Wisconsin now has two national forests in addition to State forests and 174 community forests.

ANNOUNCER: We city dwellers know of course that our pure water comes from the forest - and we know too, what happens, or fails to happen - when the power goes off - and that the source of power is in the high forested parts of the nation. We understand, too, that about half the rural population depends upon spring and well water - and that much of the food we eat comes from irrigated lands - all dependent upon keeping shady forests along our water courses.

M M M

That's most important to remember - only last evening an eminent woman forester told me that the water levels of Wisconsin are constantly lowering, and that many lakes have entirely disappeared.

And about every other mother's son wants a job in the forests - and there is always work to be done in the woods. Another statistic tells us that 30 million people come to the woodlands every year for re-creation. That's what the ranger guest books show.

The Business and Professional Women's Clubs in both Michigan and Wisconsin are working hand in hand with Federal foresters; the Catholic Daughters of America have their own plantation within the Chequamegon National Forest; and the Girl Reserves are on the Nicolet; they have dedicated their forest to the good of Wisconsin.

ANNOUNCER: And aren't the wild, uncharted National Forests the home of the big game animals left in America?

M M M Yes, largely, I believe, there are deer on all the National Forests - it's a good idea to get up early though, if you want to see them come down to drink and browse.

ANNOUNCER: And burned forests and ashy waters aren't much good for fishing?

M M M No, there are many substitutes for wood - but it takes real trees for fishing.

ANNOUNCER: Then the forest speaks for itself, doesn't it? Now coming back to that unusually bad forest fire season ahead of us. What are the reasons for such a doleful forecast?

M M M It's a sort of a scientific thing - based upon records and weather conditions since 1900. At any rate, forewarned is forearmed. Perhaps women can spend their time to best advantage in nullifying the forecasts of foresters and weathermen by educating families to see that these terrific fires don't have to happen again.

ANNOUNCER: Have they done anything about it so far?

M M M Yes, indeed. In 1932, honoring the father of our beautiful timbered country, Wisconsin and Michigan women started an "education through planting" - a penny pines campaign. They took a caravan into the woods and studied fire conditions. Both the Wisconsin Federation of Women's Clubs and the American Legion Auxiliary have their own memorial forests - nation-wide now. The children of the State have their own penny pine forest now, and each smoke in the woods is of personal concern to them. "Oh, mama, do you think our forest is burning?"



ANNOUNCER: If it's a matter of education, I suppose teachers have a personal responsibility for preventing fire in the woods.

M M M Quite true. About two years ago the League of Women voters sponsored a "Showme" tour into the North Woods. As a result, some 50-odd budding teachers mainly from state colleges attended a school this summer in the Nicolet National Forest, for teaching teachers to teach conservation. They did their botany and zoology out in the woods from living textbooks, with professors and foresters on faculty. About three-fourths of the wildwoods students were women.

ANNOUNCER: I'm certain they will be better able to redeem their responsibility for keeping fires out of our priceless woods. Didn't you say forest fires were almost unknown in Europe?

M M M Yes, indeed, and they assured me it is largely a matter of education. The Federal Forester at Berne, Switzerland, told me that the best prevention is to get the idea of protection into the blood of youth. A little country of 4,000,000 inhabitants, they have 1200 what they call "forest functionaries." The French think we're the world's worst wasters, burning up our natural resources. My chief says we won't have fires in this country either, when we make up our minds not to have them. Perhaps that's the women's job - changing the minds of American Forest users.

ANNOUNCER: And now we would like to know if John and Mary Citizen are setting out fewer fires - is this destruction increasing or decreasing?

MM We are making progress, as determined by some of those intricate technical processes, which I suppose our listeners are perfectly willing to leave to the scientific mind. (I'm unhampered by technical knowledge). And right here, it is generally conceded that foresters are doing an admirable job. Thinkers assure us we are not suffering from any lack of an intelligently conceived conservation program. They insist that we are suffering from lack of a conservation mind.

ANNOUNCER: Well, that's good news that we are improving.

M M M Yes, but not enough. We really have a greater number of fires than ever - for the millions are now motoring into the woods, into costless vacation lands. It was quite a shock to me this morning when forest rangers reported that we had had over 2,000 fires in the State and National forests of Wisconsin and Michigan already. This year they burned over 52,000 acres. But for our modern 'minute men', the CCC, the story would have been much sadder. Whatever else the CCC are doing - planting trees or building trails - they are trained for quick getaway to fires. They'll be at the State Fair soon and will be glad to have you tell them whether you like what they are doing to make the good earth better.

ANNOUNCER: Does the radio help in protecting our timber?

M M M Yes, Ranger "Mike" is just about the best friend of the forests, and part of the equipment. Radio is making immense changes in the forest world. Often human lives are saved. The second a blaze is reported the radio can send out the necessary instructions and caution. On some forests crews are sent by plane to catch the fires while they are young. That's an advance over the old muleback days.

ANNOUNCER: What is the cause of most of our forest fires in this country?

M M M Strangely, the people themselves, who protest they love the forest! About 90% of our forest fires are man-caused, and we lead the world in forest fires. If we cause them, we can prevent them.

ANNOUNCER: That's quite a severe charge against Mr. and Mrs. Public, isn't it? It seems to me people should protect what they love.

M M M Yes, and it has been found that fiery preachments don't prevent fire. Experts have arrived at the conclusion that you've got to have that 'human' something. In England they are quite sure that sentiment is the best kind of protection. Women today are working out some sort of educational twist, - it's an "emotional sincerity" - that will help to turn the trick and keep trees in our American design. You know what Pearl Buck said about the United States looking like a "bachelor's house." Certainly amidst our natural beauty, we do have ashes. But I'm not challenging the women. They are awake - many of them - looking around their villages, the State, the whole Nation - and some are seeing that there is a world beyond, where they may learn from countries where precious land has been protected for centuries. I hope some of our listeners will join us on our European tour leaving here after our general Federation meeting next May.

ANNOUNCER: I've often wondered why people are so careful about fire in their homes, and then suddenly become so reckless the minute they feel the benediction of the woods.

M M M Miss Lee, the answer to that would be worth millions of dollars to the country.

ANNOUNCER: Then, of course, people who depend upon the forest for a living must try to find other employment when their source of livelihood is destroyed by fire.

M M M Idle lands mean idle hands. The Lake States are the classic example in all the USA of burning every living plant, tree and shrub, and then the soil itself, until the trees cannot reseed themselves and bring back jobs for the boys and girls in the world of tomorrow.



ANNOUNCER: So you don't know any apparent reason for people being so careless with fire in the woods?

M M M No - all the REASON is on the side of being careful. You know tourism - a top industry in Wisconsin and Michigan - is largely dependent upon forest life. People don't camp around ghost towns. Many people, too, work near the woods or in them. A lighted cigarette doesn't make much of an impression on a pavement. It's a different matter when it is tossed onto the floor of the forest - a mass sometimes six inches thick of dried leaves or pine needles. And the rangers tell me that women's cigarettes burn just as hot fires as the men's do. I believe it was the Wisconsin Conservation ranger who started the caution: "Chaperone your cigarette. Don't let it go out alone."

ANNOUNCER: Now that we city people are aware of our bad habits in the woods, shouldn't we learn how to keep the picnic fires in their places?

M M M It's largely a matter of reminding, I think. Our civilization started around the campfire, and we ought to know about scraping away all the leaves and twigs and dry material for at least five feet around the fire hole without being told. We could take some lessons from the Indians. They built small fires that they could huddle around - get close to - and control.

ANNOUNCER: It's important, too, when motoring, isn't it, to have an ash tray in the car?

M M M Yes, and when walking along trails, see that husband's cigars, pipe heels or matches don't go with the wind. The foresters have an old saying, "One tree can make a million matches - one match can destroy a million trees."

Of course, intelligent campers would never dig a hole against a log or near brush. And conscious people when breaking camp always drown the campfire. The trouble is people not only relax, but seem to forget that it takes only one tiny spark in the tinder to start the biggest forest fire. How's this for a campfire recipe:

"Soak in water and stir until cold."

ANNOUNCER: Can you build a campfire anywhere in a National Forest?

M M M No, in some areas no fires of any kind are allowed, but in most places you can build a campfire where you fancy. When in doubt, ask the Forest Ranger. And he's no "lone ranger" any more, with modern Bo Peeps going to the woods a-dragging their trailers behind them.



M M M

And now time is up. May I ask you and our forest friends to join the Ancient and Honorable Order of Squirrels? There are no dues, no meetings - all you do is climb a fire tower and know what it is all about. Uncle Sam will send you a membership card. After this quiz this morning, Miss Lee, I think you are eligible to the Squirrel Club, and I hope you will join us for the Land of the Midnight Sun.

1107R

C O N T A C T

Region 9

1,630-43

Milwaukee, Wisconsin  
May 20, 1943

"TREE LADY" LEAVES FOREST SERVICE

On May 6 sixty-five Regional Office friends gathered for a "coming out" luncheon at the City Club for Miss Margaret March-Mount who is leaving the Forest Service on June 7 after 30 years' faithful service for Uncle Sam.

Under the able direction of Toastmaster (I-know-a-lot-of-stories-that-I-can't-tell) Vic Isola, the party proceeded at a lively pace.

The speakers were Bill Barker, her first chief in this region; Shelley Schoonover, chief when she came to the Milwaukee office; Vic Isola, her present overseer; Mr. Price, who said he hoped she would continue the excellent work she has been doing; and Elisabeth Strandness, who tramped the wooded sections of Michigan with Miss March-Mount before either one was transferred to the R.O.

Mr. Isola presented the guest of honor with a "Regional Office Roster," a walnut-framed plaque of birch inscribed with 96 signatures. Miss Strandness presented the gift from Regional Office friends - a sterling silver vase.

Then Miss March-Mount, looking very smart in a yellow suit and wearing a purple orchid corsage, made a witty and interesting talk which was punctuated from time to time by gales of laughter from her co-workers.

It is impossible to summarize a successful career in a few paragraphs - it would take a least a book, but here are a few highlights:

Miss March-Mount's debut in the Forest Service was in Region 2 on the Bighorn National Forest, Sheridan, Wyo., going from there to the Shoshone N.F. at Cody, Wyo. While at Cody, Miss March-Mount realized her early ambition and acted as publicity agent for the Cody Club; she was responsible for the revival of much of the Buffalo Bill history. In May 1928 she was transferred to Munising, Michigan (then a part of Region 2) under Forester-in-Charge Barker, where Miss March-Mount acted as administrative assistant, which meant handling everything from fiscal reports to publicity work.

The attention which her publicity work received led people to believe that the Regional Forester's office was at Munising. When they learned it was in Milwaukee (Region 9 having been established in 1929), there was quite a little agitation to have it moved to Munising, to no avail. Inasmuch as the Regional Forester's office could not be moved to Munising, and the need for publicity work was urgent, Miss March-Mount transferred to the Regional Office.

Her work here gained impetus after she got her first toe-hold with the Federated Women's Clubs. While conducting tours of our Forests, her enthusiasm helped to develop and gain popularity for the Squirrel Club, which is now a national organization pledged to aid in the prevention of man-caused forest fires. As a direct result of her efforts, the reforestation program was given considerable publicity and resulted in many thousands of dollars invested in cooperative plantations and school children's forests.

While her work is officially at an end as a member of the Forest Service, unofficially we know she is just beginning and, as she says, "getting on with the job."

PASS IT ON

Notice anything "special" on your street car or bus pass this week? If not, take another look and concentrate on the upper lefthand corner. The Division of Information and Education will appreciate it if you will send your pass to Room 430 next Monday morning. The passes will be used as samples for interesting other cities in their use as advertising mediums for our Wartime Forest Fire Prevention campaign.

LET'S ALL JOIN THE 10% CLUB AND MAKE REGION NINE A MEMBER OF THE 100% GROUP





# "Daily Contact"

NOT FOR PUBLICATION

Milwaukee, Wisconsin,  
July 6, 1939.

## WE SEE BY THE PAPERS

After the holidays when news is always scarce we don't imagine the R-9 readers would accuse anybody of piracy or plagiarism if we lifted a little Forest Service news from the Milwaukee Journal. This particular story is about women who are listed in AMERICAN WOMEN. About half way through the alphabetical list in the "M" department we found the character in the Forest Service story; Margaret March-Mount, writer and speaker, whose name appears in the official Who's Who among the women of the nation. She is our own "ambassador of trees" as she is often referred to by the press.

: - :

## HOOSIERS WELCOME THE GRABOWS AT SPRING MILL INN

Under the direction of Floyd Roberts and George Gallagher, whose official duties necessitated the titles, toastmaster and business manager. Dolph and Mrs. Grabow passed all Hoosier requirements last Saturday evening when the new Supervisor and his wife were honored guests at the new Spring Mill Inn. After the dinner Dolph was given an opportunity to talk and he brought out some new points on why "The Hoosier Is the Best Little Forest in R-9". Responses were made by representative members of the districts and the camps.

: - :

## CHALK UP "TWO" FOR SHAWNEE ENROLLEES

The enrollees at Camp Shawnee, S-51, near Portsmouth, Ohio, are right up on their toes in more ways than one. When C. B. Goetzen, Regional Office Inspector, arrived at the oil house the enrollee attendant ordered him to put out his cigar. Imagine how an inspector feels in a situation like that!

While out inspecting the projects Mr. Goetzen questioned only the enrollee leaders and assistant leaders on the different phases of the work and he didn't catch them napping on any point. Quite a record we'd say.

M. H. S.

: - :

## CALIFORNIANS SETTLE IN WAUWATOSA

They were Californians until June 30th, but after that everything took on an R-9 atmosphere. By this time the Prices are practically settled and "open for housekeeping" at 6168 Washington Circle, Wauwatosa. Mrs. Price and their three children arrived last Friday.

: - :

## ELLA GOODRICH AND EARL ROST RETURN TO R. O.

That feeling which quickens the pulse and the pace to bring you over to the desk to shake the hand of one who has been ill for a long time worked a double shift yesterday at the R. O. when Ella Goodrich and Earl Rost were back on the job after a long absence. Mrs. Goodrich has been ill for almost two months; Rost, for seven weeks.

: - :



TRAFFIC  
DEATHS  
DOWN  
19%

1938 .... for the first time in 10 years the home accident death total topped the nation's traffic toll, with 32,500 persons falling victims to the fatal slips, falls, burns and cuts that can be suffered at home!

- Illinois Department of Safety -

FATAL  
HOME  
ACCIDENTS  
UP 2%





Miss Margaret March-Mount of the North Central regional headquarters at Milwaukee, Wisconsin, retired in June after 30 years of service with the Forest Service. Her work was allied with assisting women's organizations in planning forestry programs.

Miss March-Mount's first position with the Forest Service was in the Rocky Mountain region. In 1928 she was transferred to Munising, Michigan, as administrative assistant. Her publicity work there led people to believe that the regional office was located at Munising instead of at Denver, Colorado. After the North Central regional headquarters was established at Milwaukee, she transferred to that office.

While conducting tours of national forests in the North Central region, Miss March-Mount conceived the plan of organizing a Squirrel Club, now a national organization. Prospective candidates for membership are required to climb to the top of a lookout tower and sign a pledge to assist in the prevention of forest fires caused by human acts. Through her efforts, reforestation has been given considerable impetus, resulting in the planting of school children's and clubwomen's forests.

# # #

## FOR AMERICAN FORESTS

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# # #

## "Tree Lady" Retires

Miss Margaret March-Mount, widely known as the "Tree Lady" because of her crusading work for forest conservation, retired in June after thirty years of service with the U. S. Forest Service.

Born in Illinois, Miss March-Mount went to the Pacific Coast early in life. She started her work with the Forest Service as a clerk in the office of the Bighorn National Forest at Sheridan, Wyoming, and was later sent to the Shoshone National Forest at Cody, Wyoming. She was responsible for the revival of much of the Buffalo Bill history, through her extra-curricular work with the Cody Club while there.

In 1928 she was transferred to Munising, Michigan, as administrative assistant and later to the public relations staff of the Regional Office, Milwaukee.



Margaret March-Mount

The "Squirrel Club," which originated in Minnesota, is now a national organization — largely through Miss March-Mount's efforts. Prospective candidates for membership in this Club must climb to the top of a lookout tower and sign a pledge to prevent forest fires caused by human acts. Through her activities, reforestation has been greatly stimulated. She assisted many women's organizations in planning forestry programs, and went from town to city all over the country writing, and talking to clubs and educational groups. School children were especially enthusiastic in their response to the "Tree Lady" and planted thousands of acres of school forests in her trail.



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Just as Commandos and Rangers smash the enemy, so do the men with INDIAN FIRE PUMPS smash grass and forest fires in a hurry. Penetrating, strong stream shoots 30 to 50 ft. or nozzle may be instantly adjusted to a spray. Rust proof 5 gal. tank carries slung on the back like a soldier's pack. Entire outfit is sturdily built for heavy duty. Only clear water is used.



The Forest Service needs the help of civilians in fighting forest fires—keep INDIAN FIRE PUMPS handy for emergency use.

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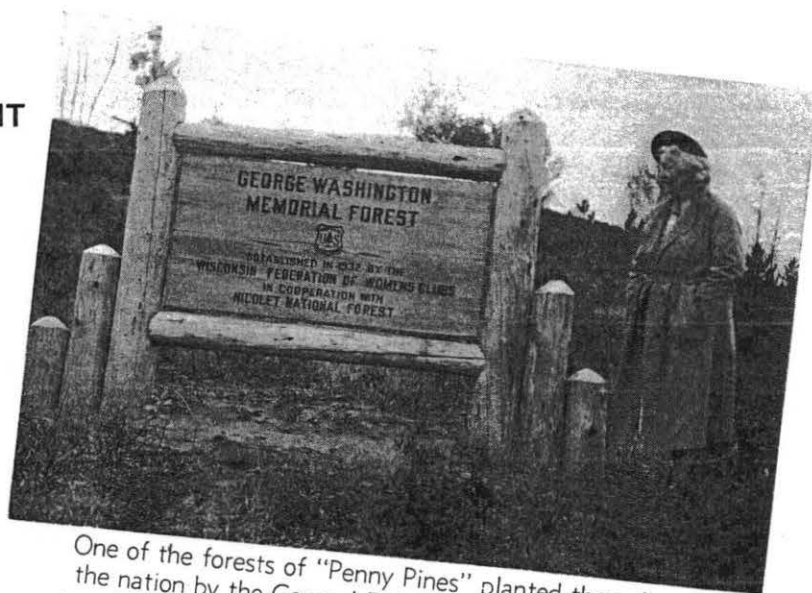
# WOMEN AS FOREST BUILDERS

By

MARGARET MARCH-MOUNT

NO LONGER is forestry wholly "a man's profession." The wonder-world of the forest is now a woman's world also. In many parts of America women may not know their trees, but they are becoming acquainted with the forests and their role in peace and in war.

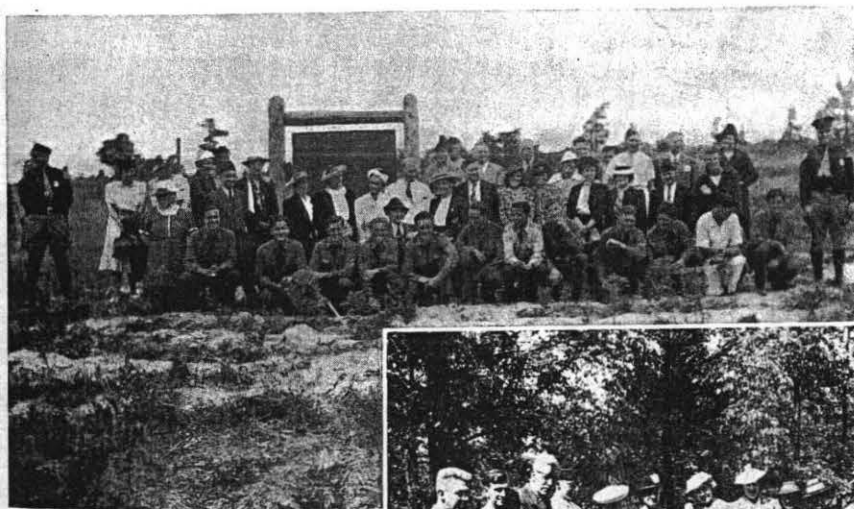
As part of the club curriculum, women now have a way of going to the woods on their own with scientific foresters as guides, philosophers and friends. Thus armed with first-hand facts, they carve out careers at home. Through a less scientific approach, women are creating "a better sense of humus," working more along the human side of forestry. Unhampered for



One of the forests of "Penny Pines" planted throughout the nation by the General Federation of Women's Clubs

the most part by technical knowledge, they have placed emphasis not so much upon the factual as upon what trees mean to our way of life.

In this grim era of bombs versus bread and butter, women look ahead to the time when war will cease to impoverish the people, and they may grow all-out crops on protected soils to feed hungry populations. Then there will likely be a demand for wood for new homes, churches, schools, offices, ships and factories such as no one has yet grasped, in



Honoring the dead while serving the living—the American Legion Auxiliary is planting "Forests of Memory." Here two such forests in Michigan are being dedicated



order to restore and eventually surpass conditions that normal folk now hold dear.

Realizing that a more equal sharing of raw resources will become a condition of peace, numbers of alert women are pursuing forest studies, fitting themselves for a chair at the peace table.

As far back as 1896, tree planting was part of state charters in the General Federation of Women's Clubs. A modern version, "penny pines," was initiated by Mrs. Edward LaBudde, of Milwaukee, during the George Washington Bicentennial in 1932. A cooperative agreement was made between Federated women and federal

foresters to reforest 640 acres of barrens in the Nicolet National Forest of Wisconsin. The project got off to a good start with a check for \$100 from the daughter of a pioneer lumberman and a penny from the Federation editor. At about the same time, the

Minnesota Federation started a memorial forest in honor of George Washington, and soon the American Legion Auxiliary began planting a "Forest of Memory" in the Wisconsin north woods, honoring the dead while serving the living.

There is no copyright on alliterative "penny pines." They have captured the imagination of tree lovers everywhere who wish to be more aggressive than sentimental—to do something tangible. In 1936 the American Legion Auxiliary inaugurated memorial forests from ocean to ocean, and the General Federation of Women's Clubs set as a goal a Federation forest in every state in the

Union. The women volunteered the money, sometimes from slender personal and official budgets; the foresters furnished the sites, seedlings and supervision, and erected a rustic sign sometime between inception and dedication. The Civilian Conservation Corps



Women are taking a leading role in establishing School Forests—and here one is being dedicated



Daughters of the American Revolution dedicating one of their many Jubilee Forests, this one in Illinois. The D.A.R. has planted more than 5,000,000 young trees in thirty-eight states and the District of Columbia

and local young men planted the trees.

High on the tree planting horizon are the Daughters of the American Revolution. While conservation, human and natural, has long been a part of their achievement, it was novel to begin a partnership with Uncle Sam in 1936. As Mrs. Avery Turner of Texas, then national conservation chairman of the D.A.R., expressed it: "The work is so big, so inclusive and important that we need the help of our government, and we need to assist it in every way possible." Since then the D.A.R. insignia and the Forest Service shield have gone far together.

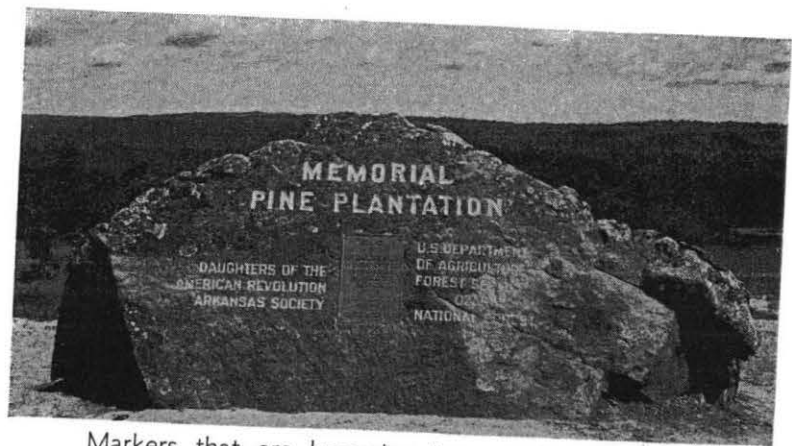
Mrs. Turner promptly published "The Five W's and How of Cooperative Memorial Forests" in the *National Historical Magazine*, and in 1938 "Planting Trees to Observe the D.A.R. Golden Jubilee" by Inez S. Warthen, chairman, Conservation Committee, National Society, Daughters of the American Revolution; and Helen W. Gordon, U. S. Forest Service, announced a procedure to help underwrite a permanent and more prosperous civilization by planting trees on forest lands in state or federal ownership.

While the D.A.R. expects no special tribute, it is heartening to know that no fewer than 5,000,000 little trees were planted in thirty-eight states and the District of Columbia.

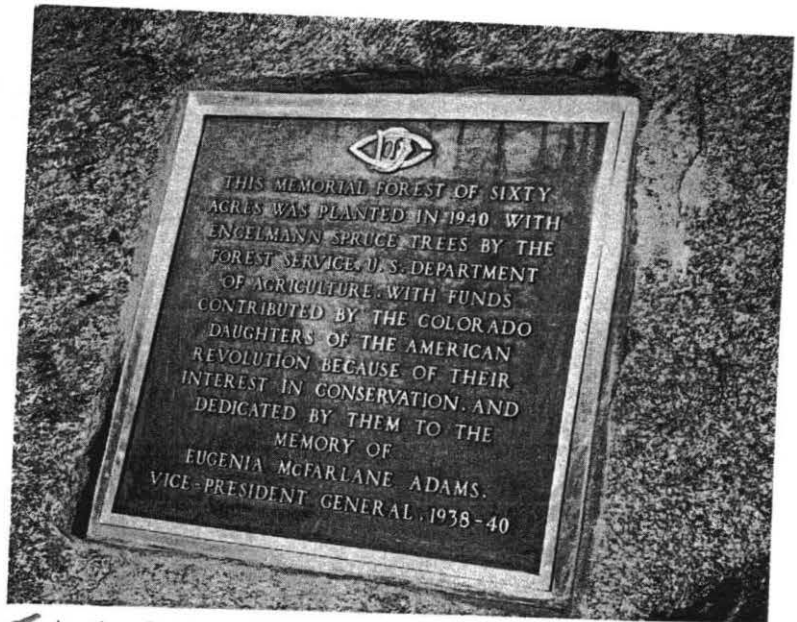
At the top of the scroll in numbers of acres is the Illinois D.A.R., which in 1939 voted "to reforest 1,000 acres in the Shawnee National Forest." Through many days and nights of ardent devotion by Mrs. James W. Twitchell, Jubilee chairman, and her colleagues, a region in the Ozark foothills, rich in historical associations, but poor economically, was treated not only to \$4,000 worth of trees, but to a bonus of 100,000 seedlings. Dedication ceremonies were held between the rustic sign of the Forest Service and a huge boulder of native stone, gift of Mrs. William Butterworth, honorary vice-president general. A copper tablet bears the inscription "and the leaves of the tree were for the healing of the nations."

(Continuing on page 92)

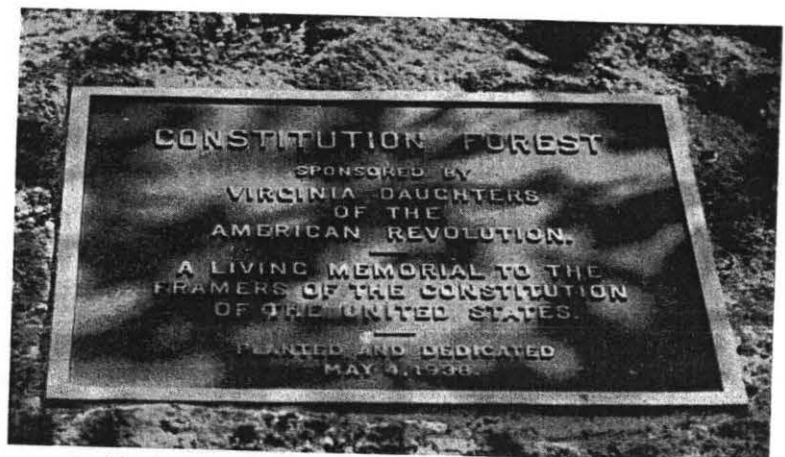
FEBRUARY, 1942



Markers that are becoming increasingly significant throughout the land. Here is one for pine in the Ozarks



In the Colorado Rockies, sixty acres of Engelmann spruce dedicated to the memory of a tree-loving D.A.R. official



In Virginia, young trees planted as a "living memorial" to the framers of the Constitution of the United States



## WOMEN AS FOREST BUILDERS

(Continued from page 65)

Next in size on the Golden Jubilee list came Pennsylvania with its 300 acres in the Allegheny National Forest and in the State D.A.R. Forest at Warren; and Michigan with 280 acres in the Fife Lake State Forest. Virginia had already planted a Constitution Forest of sixty acres in the George Washington National Forest.

Somewhat in the vanguard, too, Ohio D.A.R. Chapters with Mrs. Lester A. Lusher as conservation chairman, in October, 1940, dedicated 111,000 pines in a distressed area in the Wayne National Forest. Lifting conservation to a lighter but no less sincere atmosphere, Buckeye Chapters climbed high in the organization of the Ohio Squirrel Club, of which Mrs. Frank R. Crow is president.

In 1935, Missouri broke some of its tradition of being shown. Under the leadership of Mrs. K. C. Weber, moving spirit in the founding of five other cooperative forests in as many organizations, the Sarah Barton Murphy Chapter deposited a fund to establish a memorial forest as soon as the government could read its title clear to a certain tract of land in the

denuded Ozarks, then coming into the federal forest family. Among this flock of "penny pine" forests is one funded entirely by coppers from 10,000 school children in St. Francois County.

This green network now reaches from the ridges of New England into the Smokies and the deep South; through wretched lands along the Ohio River watershed; into the Ozarks of Arkansas, Missouri and Illinois; throughout the Midlands where shelterbelts are greening the nation's granary; over the Continental Divide in the tops of the Rockies; into the redwood region of California; and along the International Boundary line in Minnesota, Wisconsin and Michigan.

"In planting several million Penny Pines on United States forest land during the last three years," editorializes the *National Historical Magazine*, "the National Society has set in operation forces which will be of lasting national benefit. . . . The small contributions toward these forests will return in uncounted dividends. The Society will not be contented to stop with these plantings. Millions of acres privately owned must be rescued. . . . The

Penny Pines Project of the Golden Jubilee will reach its fullest development only if our members and chapters encourage owners to extend scientific methods of reforestation."

All of which adds up to the fact that womankind, equipped with on-the-spot knowledge, not only look up from the ruck to the stars, but they are familiar with aims and ideals in a he-man's realm.

In certain regions "selective logging" and "sustained yield" are becoming household slogans. A few of the hardier variety venture into cutting areas to see what certain individualism does to "green gold" reserves in contrast to common sense cutting. A far cry from the time when women were considered conservationists when they planted a few petunias around a mailbox.

The technical foundation of forestry has been laid in the United States. Surely mothers around the firesides and teachers at their desks can help a clipper-speeded nation to become more faithful forest guardians. Women's spiritual insight is needed to turn a bad present into a better future.

## GUAYULE—THE VICTORY RUBBER

(Continued from page 84)

thus obtained can be used for most purposes for which Para rubber is used."

In spite of these improvements, he declared, rubber cannot be produced from cultivated guayule at a cost competitive with the price for which Para rubber from the tropics could, before the war, be put on the New York market. "The best estimate which the Department of Agriculture is able to obtain indicates that if the plants are left in the field for a period of four years before harvest the cost of production would be about twenty cents a pound for commercial quality rubber containing approximately sixteen per cent resins. Deresination, for the purpose of making the rubber directly comparable with Para rubber, might cost as much as five cents a pound additional."

If the plants are left in the field until they reach the period of economic maturity, that is, the greatest return in relation to total costs of production, at least three years more would be needed and the cost of the rubber would be appreciably less but still substantially higher than comparable costs of Para rubber, he

pointed out.

Several thousand acres of guayule have been planted experimentally in the Salinas Valley, some of it on land owned by the Intercontinental Rubber Company, some of it on leased land, and some by contract with individual farmers. "When it became apparent," said Mr. Polhamus, "that commercial extension of the plantings could not be made on a sound business basis, the company used the planted shrub for producing rubber without replanting. At that time farmers having contracts with the company received payments which actually represented an excellent return on their land for the period involved."

Nevertheless, said Mr. Polhamus, guayule rubber offers a definite measure of insurance of continued rubber supplies in the United States during the present emergency. "For long-term supplies, however, and at costs which are competitive with those for rubber produced anywhere in the world, the Department of Agriculture believes that the development of Hevea rubber culture in tropical

America is the answer."

The report of the Senate Committee on Military Affairs is not so cautiously worded. It states: "It is the opinion of the Committee that if the Department of Agriculture proceeds energetically to promote the guayule industry, that within less than three years we can expect a large and important addition to our rubber supply; and that within five years the wild rubber shrub could be made to produce most of the rubber needed for our civilian economy as well as our defense."

Should this come to pass, the bloom of the desert might well take the form of the symbol of free people everywhere—the "V" for Victory.

(On January 15, the Senate, by amending the Downey Bill, raised the area to be planted to guayule from 45,000 acres to 75,000 acres. Furthermore, the Secretary of Agriculture would be authorized to exercise with respect to rubber-bearing plants other than guayule the same powers as are granted with respect to guayule.)

## Time To Sleep

The trees work all summer.

They grow and grow.

The leaves make food for the trees.

Trees do not work in winter.

They sleep all winter.

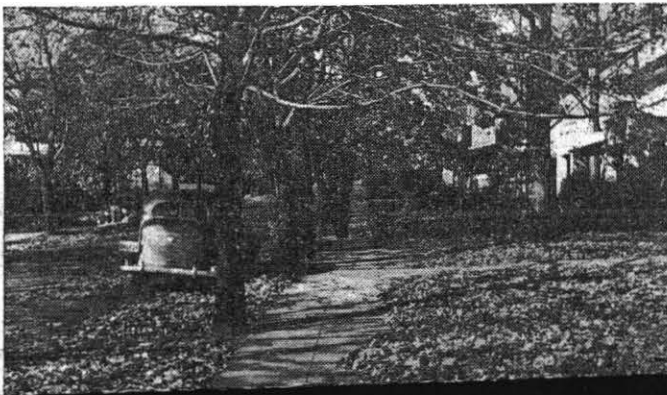
They do not want their leaves.

The leaves fall to the ground.

They make beds for baby seeds.

There are little buds on the trees.

When winter goes away, the buds grow  
to be green leaves.



## The Tree Lady

(Miss Margaret March-Mount, U. S. Forest Service, Milwaukee, Wis.)



This is the "Tree Lady."

She is a friend of trees.

She goes from city to city.

She talks to grownups.

She talks to boys and girls.

She talks about trees.

The grownups plant trees.



Leaves are falling, falling.

The children bring pennies to school.  
The pennies buy baby trees.  
Men plant the little trees.  
The trees grow to be big trees.

## Kitty Fu and the Cricket

Dear Children,

I saw something on the walk.  
It was little and black.  
It had six legs.  
It jumped, jumped.  
It chirped and chirped.



I wanted to play with it.  
I jumped at it.  
It jumped away.  
I looked and looked.  
It chirped and chirped.



The chirping came from  
a big stone.

The little black thing was hiding.

What was that little animal?  
It was not a boy.  
Jack is a boy.  
He is big.  
He has two legs.  
It was not a cat.  
Cats have four legs.  
Cats do not chirp.  
Cats purr, purr, purr.



Can you help me, boys and girls?  
What was the black thing I saw?





## Sam Slim and His Family Go Nutting

By Mary Sherwood Jones



## New Automobiles

Draw a ring around the right word or words.

1. New York City is having an auto factory, show, ride.
2. Automobiles are made in a big factory, house, school.
3. Many men help to make trees, shows, automobiles.
4. Men work on the automobile rides, engines, workmen.
5. Some men put engines away, out, together.
6. Other men put the engines into autos, shows, schools.
7. Some men put automobiles to bed, together, to sleep.
8. Every man has his work to get, to see, to do.

## Fun With Pictures and Words

Draw a ring around the right word.



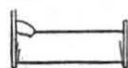
automobile, airplane, all



look, leaves, garden



said, seeds, see



big, box, bed



tree, talk, take



like, live, lady

1

out, on, one



girl, give, grow

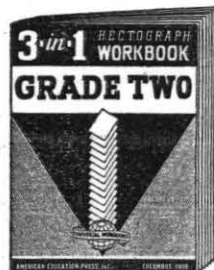


big, boy, buy



cat, car, cut

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EDITION NUMBER TWO . . .

# MY WEEKLY READER

Title Reg. U. S. Patent Office

. . . THE CHILDREN'S NEWSPAPER

EDITORIAL BOARD: DRS. WILLIAM S. GRAY, ARTHUR I. GATES, GERALD YOAKAM, ERNEST HORN, PAUL WITTY, EMMETT BETTS

Vol. X

Week of October 14-18, 1940

No. 6

## The Automobile Show



This new auto will be in the show.

Big autos and little autos.

Green, yellow, and black autos



Children's autos look much like the new autos.

Many cities have auto shows.

Your city may have one too.

are fuller. That is, the seeds are big. They grow close together. The corn plants are healthier. Some kinds of corn grow on small thin cobs. This corn is canned as "corn on the cob."

People in one part of the country sometimes like one style in a vegetable. People in another part want another style. Some people eat only the tops of beets and turnips. Other people like beet and turnip roots. So two kinds of beets and turnips are grown. One kind has leafy tops. The other kind has big, thick roots.

Someday you may go to the store to buy garlions and topeppos. The garlions are part garlic and part onion. The topeppos are part tomato and part pepper.

Men who study plants are working to grow fruits and vegetables that taste better. They work to grow plants that dry weather and insects will not hurt. Visit a big market. See the new styles in fruits and vegetables.

## Do You Know the "Tree Lady"?



We want you to meet Miss Margaret March-Mount,\* the "Tree Lady." She may have visited your town or city. She may have come to your school to talk to you about trees.

You see, Miss March-Mount works for the

United States Forest Service. She visits cities and towns all over the country. She tells people about her friends, the trees.

Wherever she goes, young forests begin to grow. Women's clubs, men's clubs, and school children help to plant the trees. The people give their pennies to buy little trees. Men in the forest service plant the trees.

Miss March-Mount's plan is "Give pennies for pines." For one penny the forest service can plant two or three pines. For four dollars, a forest of 1,000 trees can be planted.

When Miss March-Mount was a little girl, she lived where there were many trees. Later her family moved to a part of the country that was treeless. Margaret missed the trees. She dreamed of planting them everywhere.

So she went to work for the United States Forest Service. She began to write stories about trees. She went about the country talking to people about trees and tree planting. Now her dream is coming true.

Eighty new forests have sprung up in the United States. Children and grownups are helping to plant new forests by giving "pennies for pines."

The boys and girls in your school may want to help the "Tree Lady" by planting trees. Like you, the little trees will grow and grow. They will be big trees by the time you are grown.

## New Markets for Our Fruits

For years, much fruit has been shipped from this country to other countries. Ships have carried oranges, pears, and apples to people in other lands. Boxes and boxes of dried fruits have been sent to other countries.

Because of the war in Europe, not much





# MY WEEKLY READER

Title Reg. U. S. Patent Office

... THE CHILDREN'S NEWSPAPER

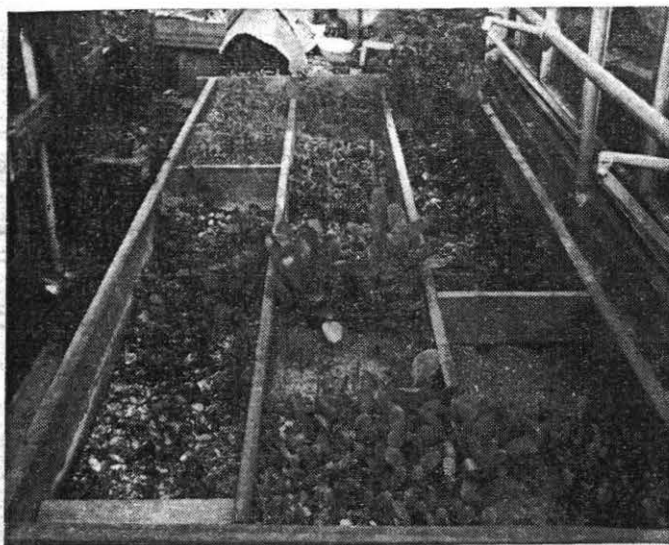
EDITORIAL BOARD: DRs. WILLIAM S. GRAY, ARTHUR I. GATES, GERALD YOAKAM, ERNEST HORN, PAUL WITTY, EMMETT BETTS

Vol. X

Week of October 21-25, 1940

No. 7

## New Styles in Vegetables



This is a soilless garden. Food for the plants is put into water. The plants get all the food they need from the water.

Styles in vegetables and fruits change just as styles in clothes change. Year in and year out, men are at work growing new styles of vegetables. These men also grow new kinds of vegetables.

New styles are grown by crossing two kinds of plants. Crossing means mixing. The pollen from one plant is placed in the flowers of another plant. Or a gardener may find a carrot or tomato plant which is not just like the other carrot or tomato plants in the garden. He may use the seeds of this plant and try to grow other plants like it.

A few years ago, housewives wanted short, thick carrots. Today people want carrots that are streamlined. So long thin carrots are sold in the market. They are brighter than the carrots of a few years ago.

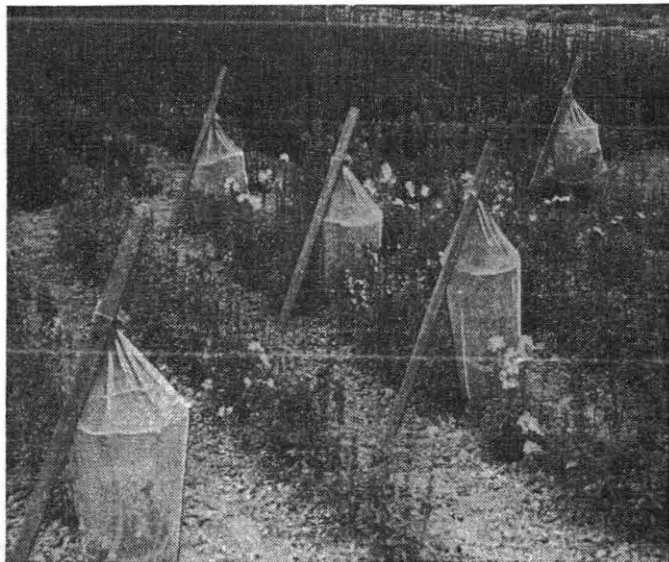
Other vegetables have been streamlined,

by the best gardeners. Long cucumbers pack well. They can be shipped easily. Potatoes have been streamlined. Their eyes are not so deep. The potatoes can be peeled more quickly. There is not much waste to the new potatoes.

Some vegetables are smaller than they used to be. Small Hubbard squash are sold in the market. They fit into the small kitchens of today. Many housekeepers now buy small watermelons. They are taking the place of the big 30-pound watermelons farmers used to grow.

Odorless onions and cabbage are now being grown. Farmers plant the kind of cabbage plants that grow heads of about the same size. The heads can be picked at about the same time. They can be packed and shipped easily.

Men are growing new kinds of corn. The new corn has more ears to the plant. The ears



Pollen from other flowers has been put into the flowers of the plants under the nets. The nets keep bees from reaching pollen to the plants.

are fuller. That is, the seeds are big. They grow close together. The corn plants are healthier. Some kinds of corn grow on small thin cobs. This corn is canned as "corn on the cob."

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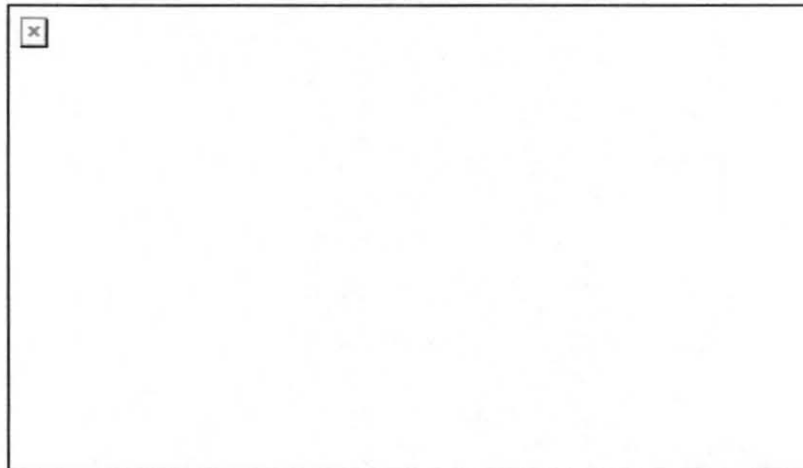
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## PAST CULTURE AND SOCIETY Photo Archives

### Margaret March-Mount



Perhaps the most famous Forest Service conservation educator of the early 20th century was **Margaret March-Mount**. She began work in 1913 on the Bighorn National Forest and soon after on the Shoshone National Forest, where apart from her regular job, she did publicity for the Cody Club (a private society to revive the history of Buffalo Bill). The latter experience and her personal desire to restore nature to health led her to work in Region Nine, first with the Marquette (now Hiawatha) National Forest and then moving onto Milwaukee, Wisconsin in 1929 to work with the Lakes States (now Eastern) Regional Office in the role of Conservational Educational Activities with women's clubs. Her work took her on speaking tours before women's garden clubs, school children and other civic groups, all the time to promote tree planting. Working with non government partners she established the "Squirrel Club" a children's club promoting fire prevention. The success of her "penny pines" Childrens' Conservation Crusade to get student donations to fund the planting of pines on national forests (the Forest Service would plant 1,000 seedlings for every 4 dollars received) led to her transfer to the Washington, DC,



headquarters in the 1930's to continue the effort nationwide. An article in the 1942 *Washington Post* credits Miss March-Mount with motivating the national DAR to promote the planting of 5 million seedlings in 36 states and the District of Columbia. **Margaret** retired from the Forest Service in 1943 and moved to Hollywood, California. She was a personal friend and colleague of Carl A. Schenck and in 1950 was awarded an honorary degree from Biltmore Forest School on the Vanderbilt Estate in North Carolina.