



Sourdough Notes

ALASKA REGION



Region 10 Hosts Distinguished Visitors

Highlight of the past two months was the Post-Congress Alaska tour during the week of September 11. Following the Fifth World Forestry Congress in Seattle, fifteen forestry officials, representing several countries, visited our national forests in Alaska to compare and observe our forestry methods.

The first stop on the tour was at Ketchikan where the group visited points of interest on the South Tongass forest, including a trip to Naha Bay, Hollis (where the group visited the Maybeso Experimental Forest), and a tour of the Ketchikan Pulp Co. mill.

At Juneau a visit was arranged to the Alaska Research Center, the Alaska Native Arts and Crafts Display, the Alaska State Museum, as well as Mendenhall Glacier, Lena Point, Auke Bay, and the Chapel by the Lake on the North Tongass forest. A day was spent in Sitka where the group participated in a whirlwind tour of the new pulp mill, Silver Bay, Katlian Bay, and historic spots in that vicinity.

The visitors were entertained at several luncheons and dinners given in their honor and by a reception at the Governor's house while in Juneau. Also, while in Juneau, the group was unexpectedly and pleasantly joined at their evening banquet on September 14 by West German Ambassador Wilhelm Grewe, Dr. Heinz Droge, First Secretary of the German Embassy, and Dr. Otto Soltnann, German Consul at Seattle.

Participating in the tour were: Hakon Bjarnason, Chief Forester from Iceland; Felipe Burgos, Agricultural Engineer-Forest Specialist, Mexico; Roberto Chavez, Agricultural Engineer-Forest Specialist, Mexico; Dr. Martin Gunther, Chief Forester for Forestry Adm. of Waldburg-Zeil, Germany; Herbert Hesmer, Professor of Silviculture, University of Bonn, Germany; Maxwell R. Jacobs, Acting Director General, Forestry and Timber Bureau, Australia; Dr. Walter Mann, Ministerial Director for the Federal Ministry of Forestry, Bonn, Germany, Max McKee, General Manager of Kaingaroa Logging Company, Ltd., New Zealand; Dr. Antonio Poletto, Poletto Brothers Forestry Company, Italy; Dr. S. D. Richardson, Dept. of Forestry, University of Aberdeen, Scotland; Louis C. Roussignhel, Vice Pres. National Federation of Unions of Forest Owners, France; Leo Weisgerber, Landesforstmeister, Ministry of Food, Agriculture, and Forests, Weisbaden, Germany; Dr. J. K. Weck, Forestry Research and Experimental Station, Reinbeck/Hamburg, Germany; Dr. K. E. Barraclough, Extension Forester, New Hampshire; and William E. Dussault, Forester, Andora Forest, New Hampshire.

Regional Forester Hanson and Assistant Regional Forester Mason Bruce accompanied the group throughout the tour.

Region Hosts Visitors (continued)

Prior to the visit from the 15 distinguished foresters, the region was honored by a visit from Dr. B. R. Sen, Director-General of the Food and Agriculture Organization of the United Nations, during the last week in August. Dr. Sen was one of the featured speakers at the Fifth World Forestry Congress in Seattle. He was accompanied to Alaska by his secretary, Miss Jessica Campbell, and Liaison Officer Charles Coltman. John Emerson met the party in Ketchikan and acted as their personal guide during their visit there, to Juneau, and to Sitka.

Dr. Sen has been associated with the FAO conference and council since 1949 and has served as its director-general since November 1956. He has served as minister in the Indian Embassy in Washington, D. C., and also served with the Indian delegation to the United Nations. He has also served as ambassador to Italy, Yugoslavia, United States, Mexico, and Japan.

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Tracy Arm-Fords Terror Classed as Scenic Area

In August Assistant Secretary of Agriculture Ervin L. Peterson signed an order designating 283,000 acres in the Tongass National Forest as the Tracy Arm-Fords Terror Scenic Area. The classification of this area as a scenic area is the first of its kind to be established in the 49th State and is in exceptionally fine field and ice-capped country.

Management plans provide that commercial timber sales, buildings, roads or landing fields will not be permitted within the area, but prospecting and mining rights will not be affected by the classification. Trails and trailside shelters will be developed. This designation will provide for the area substantially the same protection as would a wilderness designation.

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Sixtieth Anniversary of the SAF to be Observed

From November 13-16 approximately 1,000 professional foresters will convene in Washington, D. C., to observe the 60th anniversary of the Society of American Foresters.

This annual national meeting will devote three full days of meetings to the theme, "Forestry's Expanding Horizons." All sessions will be held at the Sheraton-Park Hotel.

Representing Region 10 will be John Emerson, Chief, Division of Administrative Management, John Schwartz, Head of the Watershed and Wildlife Management Section, and John Grove, District Ranger from Cordova.

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USDA Graduate School

Personnel Management has received a limited number of the Correspondence Bulletin published by the USDA Graduate School which lists the correspondence courses available. Some of the courses listed are: Plain Letter Writing, Federal Personnel Procedure, Basic Lettering, Report Writing, Administration and Supervision--Basic Principles and Practices, Statistical Methods in Biology and Agriculture, and many others. For more information, drop a note to PM.

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National Forest Products Week Proclaimed

To emphasize the importance of our forest resources, the President signed the following proclamation on September 15:

WHEREAS the bounty of our forest and timber lands provides our people with a source of strength and pride; and

WHEREAS as a major renewable resource, supported by the science of modern forestry, wood offers the availability and abundance to satisfy the Nation's ever growing needs for many products--lumber, paper, building materials, chemicals, furniture, and cloth--all dedicated to improving the lives of our people; and

(continued on page 3)

Proclamation (continued)

WHEREAS the Congress, in order to re-emphasize the importance of our forest resources, has by a joint resolution approved September 13, 1960, designated the seven-day period beginning on the third Sunday of October in each year as National Forest Products Week, and has requested the President to issue annually a proclamation calling for the observance of that week:

NOW, THEREFORE, I, DWIGHT D. EISENHOWER, President of the United States of America, do hereby call upon the people of the United States to observe the week beginning October 16, 1960, as National Forest Products Week, to focus attention on the importance of our forests and forest products to the Nation's economy and welfare.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the United States of America to be affixed.

DONE at the City of Washington, this fifteenth day of September in the year of our Lord nineteen hundred and sixty, and of the Independence of the United States of America the one hundred and eighty-fifth.

/s/ Dwight D. Eisenhower

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Chugach News

The folks from the Kenai district joined the S.O. folks at the Phil Heyn home on August 25 to sincerely wish the Mal Hardys a wonderful journey and much happiness in their new job and home in Washington, D. C. Mal will be assigned to the Division of I&E there.

After a bounteous potluck dinner, many speeches, and what seemed to be a testimonial, the Hardys were presented with a large picture of Portage Glacier and another of an old trapper's cabin to remind them of Alaska and their many friends there.

The Hardys left September 2 via the Alaska Highway to drive cross-country to their new home.

We are anxiously looking forward to meeting our new supervisor, Jay F. Grant, and his family who are expected to arrive October 15.

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Al Hansen treated the girls in the S.O. to a show-me trip down the Kenai early in September. Points of call were the Granite Creek and Broadview Guard Stations, the Kenai Lake Work Center, lunch at Our Point of View Lodge (FS permittee), a visit to the Kenai district ranger's office in Seward as well as a visit to the Bayview Lumber Co. and the Alyeska Ski Corporation. The drive through the Kenai Lake burn area was a sad reminder of how one fire can destroy a beautiful forest which will take years to restore.

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We lost Fred Glauth (eng.) to the Beaverhead forest at Dillon, Montana, and added Beltaine C. Kozlowski to our engineering crew in August.

In September we regretfully said goodbye to Miriam Bates, who also left for Montana, and to our summer employes who have returned to their books for another year.

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Hunting and fishing reports are good. Engineer Phil Heyn and District Ranger John Grove both bagged a moose on the first day of the season. Bob Porterfield and Phil also report a good kill on caribou. Henry Dunn reports catching a 25-lb. 10-oz. king with a rod and reel using a 6-pound test line. His first words: "They never caught ones like this down in Washington."

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Cordova district.--With the summer's ending our forestry students started leaving and Paul Beck finds himself working alone again. Arden Literal left August 30, and Bob Lund and James Allison left September 2 to return to their studies. Shortly before their leaving Arden and Jim helped Paul on some presale work at Boulder Bay. Paul left again in September on a timber cruising and reconnaissance trip to Pigot Bay aboard the M/V Citation.

The engineering crew of George Thorson, Jack and Jerry Hamilink and Howard Brenton finished up their job on the district in August and returned to Anchorage.

The really big news on the district was the moving into the Federal Building on September 17. We're all very happy in our new quarters which have been newly painted and offer us more room. Scott Harrison (RO) and John Sandmeyer (SO) were here just in time to help us initiate our new space.

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Kenai district.--Fred Galloway and Geoff Wilson have just completed a timber cruise of about 3 million bd. ft. of spruce in the Puget Bay area.

Scott Harrison and Dutch Tiedemann were here during September working on the NFRS. Also visiting us were Bob Cooper (RO) and John Sandmeyer for a National Fire Planning session.

Early this month the Alaska Pipeline Company men fought a losing battle against winds of hurricane force coupled with the infamous Turnagain Arm riptide, only to lose 1400 feet of gas line with no chance of recovery.

The Alyeska Ski Corporation will have to work fast to beat or at least meet the fast falling snows with their 5600-foot ski lift. Completion is expected early in October.

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DO WHAT YOU HAVE TO DO NOW--REVERSE THE WORD NOW AND YOU WILL FIND THAT YOU HAVE.

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South Tongass Notes

Our roaming fire fighters returned in August after helping on the Anthony Lakes fire in Oregon, which was at a high elevation in very dense timber and in a remote area. Highlight of the job, and an indication of the area's remoteness, was the finding of the remains of an oldtimer with his saddle and guns at the top of a mountain. Many speculations were made, but we'll never know whether he was a victim of foul play or the elements.

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We lost Brit Ash to the North Tongass the first of September. Brit moved to Juneau to become the recreation-lands-wildlife staff assistant in the North Tongass S.O. Taking over his duties as timber staffman will be Ray Karr from Sitka.

We also lost Frank Price, district ranger at Craig, to the Entiat district of the Wenatchee forest (R-6) on September 4. Lynn D. Trail will take over Frank's old duties.

Calvin Bridenbaugh and Joseph Guerrini joined the engineering staff. Calvin comes from the BPR in Anchorage and Joe comes from the U. S. Patent Office in Washington, D. C. Also joining us was John Raynor, following his hitch in the Coast Guard.

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Progress made on the Carrol Creek road construction was reported as 36 percent complete as of September 17.

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We've grown so rapidly in the last couple of years that now we've had to advertise for additional space for one of the ranger districts. GSA is handling our call for bids and suitable space seems available. Bids were opened October 3 with a 15-day acceptance period and occupancy by November 1.

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South Tongass Notes (Continued)

Supervisor Ted Schlapfer, Carl Wilson, and Dave Molinaro teamed up with Don Finney, of the KPC, for a Yakutat moose hunt recently. The group left Ketchikan on Sept. 15 and returned Sept. 21. They flew to Yakutat on PNA and then chartered a bush pilot to take them to the Dangerous River. Carl started things out right by shooting a bull that was almost on the landing strip, within a few minutes after the plane landed. Each of the others got bulls also, with Ted's being the largest. They reported the Yakutat area as being very interesting with an abundance of moose.

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LOTS OF PEOPLE NEVER GET INTERESTED IN SOMETHING UNTIL THEY FIND OUT IT IS NONE OF THEIR BUSINESS.

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North Tongass News

As the seasons changed we looked around our office and took note of the changes that have taken place. Now missing is the familiar face of Kathie Schmitz, who resigned the first week of August. Taking over her duties is Carey Munson, a recent graduate of Juneau high school and a long-time resident. Susan McDowell joined us as resource clerk in timber management along with Bert Caplon. Bert works part time in TM and spends the rest of his time on the Chatham district. Joining our engineering staff was Pete Holt, who hails from Iowa where he worked with the county engineers for the past 10 years. Ralph McMillan left for school in the "Lower 48" after spending a little over a year with our engineering crew.

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After spending several weeks on the final phase of the NFRS program, Mike Perensovich and his assistant, Jack Helvie, resumed their field work on the brown bear study in August. Their field studies were conducted from the chartered vessel M/V Katinka at southeastern Admiralty and Peril Straits. Results obtained from this study are needed to develop a plan for the management of the brown bear in southeastern Alaska forests. We understand that opportunities for photographing bear were especially good at this time because salmon were in the streams and the bear were out trying their skill at fishing. We're hoping for some good pictures to add to our collection.

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Our summer workers came out of their hiding places in the sticks sporting well cultivated chin-brush and bearing glowing takes of bears and hunting.

In August the section of Hamilton Bay-Point Macartney road was completed by Bob Barton's crew, while Richard Tyree and his crew moved 3 miles further inland and continued working on their project at Portage Bay.

In September we combined the remnants of our survey parties into one crew, under Russ Willisms, and set up camp at Saginaw Bay. The crew will live aboard the wannigan, which was moved there from Saook Bay where a road survey was completed previously.

Dale Brown was detailed to Sitka for two weeks as a construction supervisor.

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The 1960 roving cruisers, Allen Elser and Emil Muhlhausen, augmented ranger district crews to complete field work on 16 proposed timber sales. An estimated 122,500 M b.f. were cruised and will be prepared for sale in 1961. In addition, assistance was given the Sitka district in cutting unit layout on the Alaska Lumber & Pulp Co. sale.

Allen and Emil can talk like sourdoughs of No-Name Bay, Patterson River, Kennel Creek, Three Mile Arm, Totem Bay, Sullivan River, Ideal Cove, and Blind River. The

North Tongass News (Continued)

single-mindedness of this crew in getting the planned sale preparation work done was most graphically demonstrated by Allen. We understand he learned to cruise in his sleep but complains that he could never get Emil to tally for him.

Emil will be leaving to return to his studies at Utah State College on October 1. Allen will be with us until December.

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The Petersburg district reports that August and September were a busy time for them, but their summer activities are starting to taper off now.

Plans to rehabilitate outlying shelter cabins for use of hunters, fishermen, and other people who enjoy camping out were announced in August by Harry Simpson, district ranger.

During the fall and spring of 1960 and 1961 the following five shelters will be rehabilitated: Beach shelter at Kasheets Lake trail; Salt Chuck shelter in Duncan Canal; Castle River shelter in Duncal Canal; Petersburg Lake shelter, and Ideal Lake shelter.

Along with the rehabilitation scheduled will be a year's supply of wood cut for each shelter.

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Our concentrated timber cruising activities resulted in the sale of 6 MM at Point Barrie and 8 MM at Skiff Island and preparation of many other small sales.

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The Mitkof Highway (6.6 miles) was completed by the Manson-Osberg Construction Co. and the final inspection was made during the week of Sept. 21.

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We understand that wage rates have been requested for our two residences and we hope the invitations to bid will be out soon.

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Effective October 1, Spencer Israelson will be promoted from boat operator to forest technician and stationed on the district.

Our clerk, Myrtle G. Blatchford, became Mrs. Alfred White on September 3. Our hearty congratulations and best wishes are conveyed to them.

Steve Laposki and Bill Rodenberg, trail workers on the district this summer, were recently terminated. Steve returned to his job of coach and teacher at the Petersburg high school and Bill left for the University of Alaska for his second year.

Louis Severson joined us again this year to do the annual maintenance jobs on the district.

Jake Johnson, Dean Weeden, and Harry Simpson report changing the status of three billy goats from live to dead.

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Sitka district.--Our late summer news is mostly about people--some going, some coming. First of all Ray Karr, district ranger here for the past three years, moved to Ketchikan as timber staffman for the South Tongass. Al Crozer, who has been assistant ranger, took over Ray's duties as district ranger here. The Karrs were given a bon voyage party by all the Sitka folks shortly before their leaving.

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After a 10-day trip to Pelican, Skipper George Sarvela took the M/V Sitka Ranger to Ketchikan for some needed bottom paint and propeller repairs. Ray Karr made the trip down with George and Jim Calvin accompanied him back to Sitka.

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The trail crew of Clint Buckmaster, Jim Allen and T. Cole spent 10 days in Pelican replacing a section of the North Pelican trail. After completing this job they moved to Rezanof Lake, south of Sitka, and did some rehabilitation work on the

Sitka district (continued)

shelter cabin. To prove they were good sports, they didn't catch any of the big trout that abound in this lake.

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Along with the many other visitors that passed through the district we also were visited by Regional Engineer Dick Wilke and Rulon Gardner (RO engineering), Supervisor Armstrong, Loren Adkins, and Jack Bennett (SO). Howard Banta and Hank Jones (RO) were also here finishing up the mineral survey in Silver Bay.

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From the Wrangell district we learn that the Wrangell mill has started up again after a short shutdown to repair and enlarge dock facilities.

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Obituary

The region was extremely saddened by the death of Regional Engineer G. E. Mitchell in Garberville, California, on August 17. Mitch passed away following a short illness of cancer. Our deepest sympathy is with the Mitchell family.

We recently received the following letter from Kay, and we are taking this means of passing it on to everyone.

September 29

Dear Forest Service Family:

So many, many thanks to you all for your wonderful tribute to "Mitch" in the contributions to the American Cancer Society. The letter just came this week from the Society. We do hope, and are sure, it will help to make it possible to diagnose a cancer like Mitch's in time to be able to do something about it.

Our heartfelt thanks, too, for all the comforting letters and cards. Such friends, with their expressions of love and sympathy, help so much.

I expect to rent an apartment here in Kent and the latchstring will always be out so do plan on stopping to see me, coming and/or going. I'll send the address and phone number as soon as I know what it is going to be. In the meantime, you can always find me through Jeanne and Bob Mitchell at 12410 S.E. 248th St., Kent, phone - UL-2-3409.

The R. E. Mitchells and the Pearsons join me in greetings and thanks again to you all.

With love and best wishes,

/s/ Kay Mitchell

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Our Population Growth

Five new babies joined the FS Family during the last two months. New arrivals were:

Janet Lee Sandor, weighing 7 lbs. 8 ozs. born to the John Sandors (RO-PM) on Sept. 22 at 5:25 a.m. (rather poor planning there, John);

Brian Monroe Hamilton, weighing in at 9 lbs. 10½ ozs., born Sept. 15 and joining the Dar Hamiltons (RO-RM) on Sept. 22 by adoption;

William Spence (named after both grandfathers), weighing 7 lbs. 14 ozs., born to the Jim Spences (No. Tongass-SO) on Sept. 27;

Robert Weeden, weighing 7 lbs. 6 ozs., born August 4 to the Dean Weedens of the Petersburg district (No. Tongass); and

Lindy Jeane LaBau, all of 5 lbs. 9 ozs., arrived on August 12 to join the Jim LaBaus of Research.

Our warmest congratulations are extended to the proud parents and best wishes to the new little ones.

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Bowling Begins

Our teams in the Gastineau Channel reorganized, elected new officers, and got rolling again on September 8. Jim Burgess was re-elected president, Dick Hauf retained his position as vice president, and George Downing was chosen league secretary.

The most outstanding highlight so far was the spectacular pickup of the 7-10 split by Doris Turner on the first night of league competition. We've noticed several others trying to earn that patch too.

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WHY IS IT THAT THE PEOPLE WHO'VE GOT IT MADE ARE USUALLY GOING OUT AFTER MORE MATERIAL?

--S. S. Biddle

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About the R.O.

August and September were months of hellos and goodbyes as our turnover in personnel continued. The evening of August 15 the folks in the Juneau area met at Mike's Place for a no-host dinner in honor of Jack and Sue Shields. After spending some eight years working in timber management in the Alaska Region, Jack transferred to the Division of TM in the WO. We were happy to have the Shields' two daughters, Elizabeth and Mary, as well as Sue's mother, Mrs. Edwards, on hand for the occasion.

Along with all our best wishes, Jack was presented with an ivory desk piece and Sue was given a bracelet to help them remember their Alaskan friends. We will miss them. Their new address is 1934 Columbia Pike, Apt. 9, Arlington, Virginia.

Russell Lockhart, who hails from the Kootenai forest in R-1, arrived September 23 to take over the spot vacated by Mr. Shields. Russell has worked on several forests in R-1 and also spent some time with the U. S. Grazing Service as well as completing a hitch in the U. S. Marine Corps from 1942 to 1946. His wife Virginia and three children accompanied him over the Alaska Highway.

Also arriving from the "Lower 48" was Jack Culbreath who will head up the newly established section of I&E. He comes to us from Washington, D. C., where he has been information officer for the Fish and Wildlife Service since 1951. Prior to going to Washington he was with the FWS in Denver and with the National Park Service. His wife's name is Jean and they have one son, Allan. The Culbreaths also drove to Alaska.

We haven't seen much of Lloyd Fisk since he joined the Division of Resource Mgt. as the regional check scaler. Lloyd took over where Ralph Sawyer left off when he joined the South Tongass staff to head a special logging study.

Betty Cannell (AM) gave over her duties to Martha Cole when she left us for Arizona in August, and Ginny Robertson left her spot in AM to Florence Northrup in September. Vel Munson took over Dotty Barber's spot in Eng. after her resignation, and Kay Graber joined up with Fiscal Control. Helen Dayharsh Fossum is taking a few weeks off on maternity leave, and Jean Leshar is helping out in PM. We were happy to welcome Mercedes Nottingham back--to the Div. of RM this time. Our supply section has been so busy they added another clerk, Gladys Richards.

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Supply tells us that invitations to bid were issued for the construction of 2 miles of the Klawak Lake road on the Prince of Wales Island, approximately 65 miles west of Ketchikan, 4 miles north of Craig on the Craig-Klawak road. Bids will be opened in the RO on October 12.

The contract was awarded to Temsco Copters for the seeding of about 800 acres at Katlian Bay near Sitka. They are scheduled to start work about October 10.

Sixteen bids were received by GSA in Seattle on Sept. 27 for the M/V. Langill. Bids ranged from a high of \$3,700 to a low of \$150. High bidder was Robert Es of Cordova.

About the R.O. (continued)

We understand the following invitations to bid are in the process of being drafted and will be out before too long: one for the exterior painting of the Anchorage duplexes; another for the installation of electric hot water heaters and converting of 3 of the heating plants in the duplexes; one for the water system for the Quartz Creek Campground on the Chugach (this one includes a well, electric pump, and mains and laterals through the campground. Bids for the access road to Ingram Creek campground will be out soon, and in the draft state are invitations for bids for installation of exterior siding on the Research Center's duplex in Fairbanks.

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Other visitors to the region were Carl Baird, William Parke, and Boyd Rasmussen of the WO, who spent some time visiting several points in the region during August reviewing the NFRS. In September John Grantham from the Pacific NW Experiment Station came up to look over our forest utilization problems, and John Retzer (also WO) paid us a visit to talk over our soil problems in the region.

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WITH SO MANY DIRE POSSIBILITIES LOOMING AHEAD, ABOUT ALL WE CAN DO IS LIVE IN THE PRESENT, TENSE.

--Caroline Clark.

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Other Personnel Changes

Appointments and Reinstatements:

John E. Morris, Civil Engineer, OHP, So. Tongass, Career-Cond., eff. 6/27
Peter C. Solberg, Civil Engineer, OHP, So. Tongass, Career-Cond., eff. 6/27
Paul M. Ohashi, Clerk (Typing), Bus. Adm., So. Tongass, Career-Cond. eff. 6/27
Peter Chidsey, Forester, Petersburg Dist., No. Tongass, Career-Cond., eff. 6/20
Robert F. Reynolds, Supervisory Acct., Fiscal Control, Rein.-Career-Cond., eff. 7/1
Bruce H. Roettgering, Entomologist (Plant Pests), Research, Career Cond. eff. 7/18
Patrick A. Wodyga, Cart. Dftsm., Engineering, Career-Cond., eff. 8/22
Paul A. McIntyre, Forester, OHP, So. Tongass, Career-Cond., eff. 9/5

Transfers and Reassignments:

Russell J. Williams, Surveying Tech., OHP, No. Tongass, transferred from Shasta-Trinity N.F., R-5, eff. 6/26
Robert W. Funsch, Research Forester, Research Center, transferred from Mt. Hood, R-6, eff. 6/26
E. Lois Moore, Time, Leave & Payroll Clk., Fiscal transferred to Budget & Finance Office, W.O., eff. 7/24
Norma C. Booth, Approp. Acct. Clk., Fiscal, trans. from BPR, eff. 7/24
Richard W. Behan, Forester, reassign. from Craig Dist. to Ketchikan Dist., So. Tongass, eff. 8/19
Jay F. Grant, Forester (Adm.), S.O., Chugach, reassign. from I&E Section, W.O., eff. 9/18.

Resignations:

Cortland A. Broberg, Civil Eng., OHP, So. Tongass, resigned eff. 7/12
Jack B. Helvie, Biological Aid, OHP, No. Tongass, term., eff. 9/9

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ACTUALLY THERE ARE ONLY FOUR PRIMARY SALES APPEALS TO PERSUADE OTHERS TO ACTION. THEY ARE THE FOUR S's. SEX (to make a favorable impression on the other sex); SNOB (to keep up with the Joneses); SELF (to improve one's status in life); SOUL (to be at peace with God).

--Advertising Age.

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