

Idaho Forester, a matter of taste



David Mattson cartoon; *Idaho Forester*, 1978.

VIII. THE IDAHO FORESTER: PUBLISHING AND COMMUNICATING THROUGH A "MAGAZINE OF NATURAL RESOURCES"

Joseph J. Ulliman*

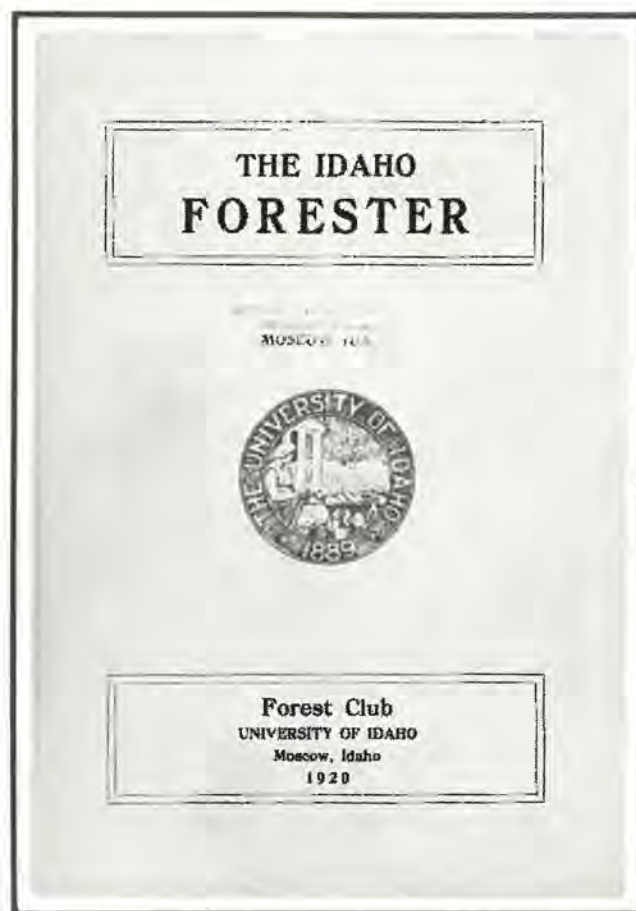
Traveling through the pages of time, we tour the history of the College of Forestry with all its personalities and nuances. It's an interesting journey, best envisioned in the *Idaho Forester*, the student publication of the College of Forestry, Wildlife and Range Sciences, University of Idaho. It is one of the best continuous records of the foibles and fame of the College, a record of the flavor of the times. It's sad we can't reconstruct more of the history of the *Idaho Forester* itself, but here is what we can garner.

The *Idaho Forester* began in 1917 with a statement by the editor, R.N. Cunningham: "In this, the first independent publication of the Forestry Club so far attempted, the editors have tried to create a booklet containing considerable information which will be of interest to men engaged in forestry work and at the same time reflecting the spirit and condition of our school."

The first issue, 36 pages and 6 3/4 x 10 inches in size, had various professional articles, school news and advertisements produced by an editor, a business manager and six associate editors under the auspices of the Associated Foresters. This issue, like those that followed into the late thirties, had a literary bent many today would describe as flowery. One short article we would find fascinating today, described quite vividly the Lumberman's Ball, fittingly nicknamed (to some people) the "Timberbeast Hoedown."

No record exists explaining why issues were not published in 1918 and 1919, but we can assume World War I may have had some influence, and the 1920 issue was published with no comment in respect to those years. The 1920 *Forester* had 36 pages behind a different, very simple graphic cover and was dedicated, for the first

time, to Major F.A. Fenn, early supervisor of the Clearwater National Forest and energetic supporter of UI's forestry program. The magazine was subsequently dedicated annually to some individual or group who influenced forestry matters, or to graduates or faculty until 1955. There was no dedication in 1956 and 1958 and there were few honored between 1966 and 1978. Dedications have been continuous since 1979, including the 1983 dedication to a former *Idaho Forester* editor (1942) and world-renowned diplomat, Philip C. Habib. A list of *Idaho Forester* editors and those recognized through dedications follow this article.



1920 *Idaho Forester*.

* Joe Ulliman is professor of Forest Resources and has been faculty advisor to the *Idaho Forester* since 1975.

The cover changed again on the 1921 issue, and the magazine increased to 48 pages. The 1922 production had yet another cover graphic, a plate designed by "Behre" (probably C. Edward Behre, the magazine's faculty advisor for 1922), picturing an idyllic scene of a forester in brimmed hat, traveling on horse, underneath a forest canopy by a lakeside with, of course, mountains in the background.

Editor's Note: Apparently the cover was designed by Bernice Behre, Professor Behre's wife. See "Idaho Forester Covers," by Kenneth Hungerford, directly following this section.

The 1922 *Idaho Forester* was dedicated to Charles Houston Shattuck, Ph.D., the first head of the Department of Forestry and "father" of the campus arboretum, since named after him. Dr. Shattuck wrote interesting articles on the early history of the school for the 1922 and 1927 magazines.

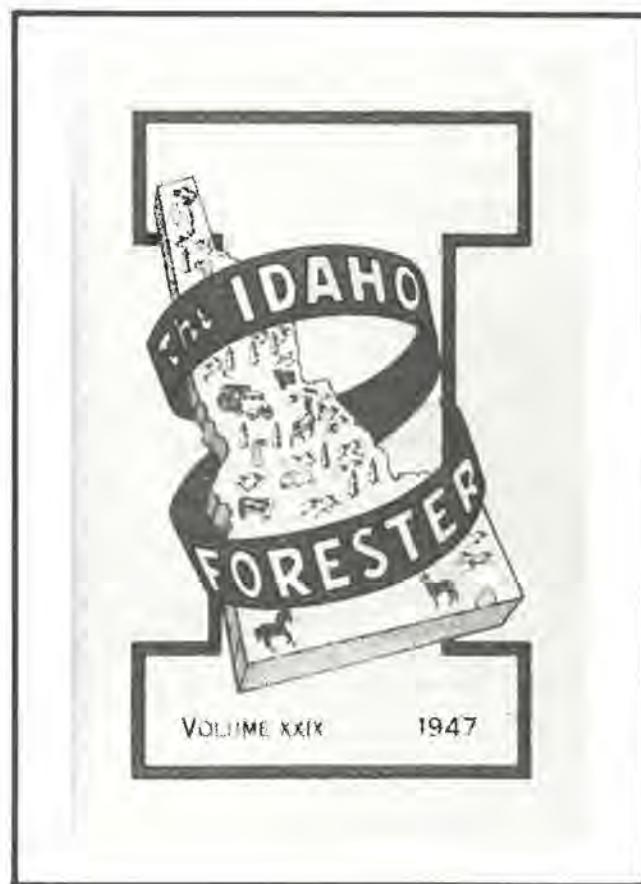
The *Idaho Forester* continued at a high quality pace through the 1920's, with dedications to ranking timber industry personnel, former governors, and members of the legislature, all of whom usually wrote an article for the magazine. There were, besides technical papers, other enticing articles, such as, "A Tale of Captive Bull Moose," and "A Forest Mystery."

For some unexplained reason, from 1931 through 1934, the *Idaho Forester* was edited by a faculty member, Arthur M. Sowder, who had been student editor in 1925. The magazine continued, though, with the same format, cover and quality. The editor in 1935, Thomas S. Buchanan, noted that "This year, for the first time since 1930, the *Idaho Forester* is being edited by the Associated Foresters It means plenty of work for the staff In the past, the *Idaho Forester* has maintained a high-ranking position among similar publications, and it is our aim to even more firmly entrench that position."

The mid-1930s issues noted aspects of the school that most people are probably not aware of: for example, there was a Southern Branch of the School of Forestry at Pocatello with a Southern Branch editor on the staff of the magazine starting in 1935; and the 1936 magazine welcomed the first woman student to forestry, at the

Southern Branch, a Miss Vera Roberta (Bobbie) Montgomery, although no trace of her could be found again among later issues.

In 1938 the cover changed to a simple design of a tree supported by the Roman Numeral I (from Idaho) and titled *The Idaho Forester*, with volume number and date. An anecdote addressing the change of cover design appears elsewhere in this chapter. This cover, continued through the 1946 issue, was supplanted for three years by a graphic outline of the state inside a large "I" with natural resource symbols placed appropriately in the state, then reverted again to the 1938-1946 cover until 1956. From 1957 until the present, the cover was a different photograph or artistic drawing each year.



1947 *Idaho Forester*.

The 1945 to 1950 magazines were smaller in size, 6 x 9 inches, but in 1951 the magazine returned to the 6 3/4 x 10-inch format of pre-1945 editions. In 1969, though, the magazine was enlarged to 8 1/2 x 11 inches. The number of pages varied from the 60-70 range throughout the 1950s,

gradually decreasing to thirty some pages in the late 60s and early 70s, reversing the trend to a high of 84 pages in 1979, and remaining in the 60-80 range since then.

I found many facets of the magazine interesting or humorous, a couple of which I'll record; others are yours to discover. The mid-50s periodicals had unique names for the academic classes: 1954—Yield, Thinnings, Clearings, Regeneration; and 1955—Wood Bosses, Scalers, Riggin Slingers, Flunkies. There are probably many spelling and grammatical errors in all issues of the *Forester*, but one of the most blatant was in the 1961 copy where someone inadvertently spelled Forestry—"Forestery."

Nineteen sixty-five gave us the new generation and the first woman staff member, Leslie Betts (now Wemhoff, Forest Res.-Sci., '68), unfortunately listed under a category of staff called "Flunkies," although there were also two men in the same category. The magazine also recorded two women in the sophomore class that same year, Miss Betts and Nancy K. Nelson (now Eller, Forest Mgt.-Res., '68). These two were the first women graduates as recorded in the 1967 issue. However, they had been preceded by Barbara Rupers (then Vars), who graduated with a B.S. in Wood Utilization in 1963.

"I was editor also in 1968 when our publication failed to meet its deadlines. The responsibility was mine, and I lost control. The *Idaho*



Idaho Forester staffers from 1983-'84 display the five trophies won in five years of the S.A.F. competition. Front: Joe Ulliman, faculty advisor; David Willis ('85) (kneeling), Sally Rau ('84); middle: Richard (Dave) Reynolds ('84) (holding plaque), Joanne (Jo) Tynon ('84) (holding plaque); back: Amy Braithwaite ('84), Nancy Ray ('85), Brent Nixon, Julia Sherman, Larry Gill photo.

Forester had found itself short on assistance, funds, and readers. In an effort to revive the publication which was almost given up as a lost cause—we made some revisions. This issue is the first product of what we felt should be done." So said Dwayne K. Parsons in a 1969 editorial. There is no record of a 1968 issue, the first year one had not been published since 1919. The 1969 staff did change the size of the magazine to 8½ by 11 inches and indicated a semi-technical content emphasis rather than social activities. There were eleven articles, a half page of club news, two pages on the Forester's Ball featuring the "Foresters' Queen" and her court (the latter two items inexplicably not included in the Table of Contents), and an Alumni Directory in a total of 36 pages, not the smallest issue, but close to the two smallest of 32 pages in 1970 and 1971.

More color was added to the magazine in the '70s. A color-photo cover first appeared in 1973 and a color centerfold in 1977, both of which have generally continued to the present, except when there have been artistic drawings rather than color pictures. The 1977 issue also had some colorful articles on how to make your own homemade brew ("A Lovin' Glassful") and how to travel the trains like the bums of old ("The Hungry Route"). R.N. Cunningham noted in the same issue: "I would like to compliment you on the quality of recent issues of the *Idaho Forester*. I was editor of the 1917 issue and can see that you have come a long way since then."

Kate Sullivan (B.S.-Forest Res.-Sci., '76) was our first woman editor, turning out one of our best-selling magazines in 1976, one that had an artwork cover, centerfold pictures in black and white and a top margin format that was continued through 1983. Since Kate, there have been many women editors or co-editors, and at the rate of change, in a few short years the entire staff will be all women.

The 1979 staff also produced one of the best-selling magazines. The magazine was subtitled for the first time "A Magazine of Natural Resources"; an alumni news section was reinstated, a Patron and Sponsor's Program was begun, and a cover photo contest was initiated. The judging of slide entrants by experts from around the University of Idaho campus produced a very attractive cover and colored centerfold.

The 1979 issue was entered in a first-ever Society of American Foresters Student Publica-

tion Contest for Schools and Colleges of Forestry and Natural Resources on the North American continent. It won first place in that contest, and the magazine has done well each year since: 1980—1st, 1981—2nd, 1982—2nd, 1983—1st, and 1984—1st.

Nineteen hundred and eighty-four and the introduction into the 75th anniversary of the College included a center brown-leaf section on the history of the college, "Seventy-five Years in Review." Next year's edition will continue the 75th anniversary, but will be looking ahead: is that future going to be as promising and successful as the past? In any case, you can find out and get the flavor of the times in the *Idaho Forester: A Magazine of Natural Resources*.



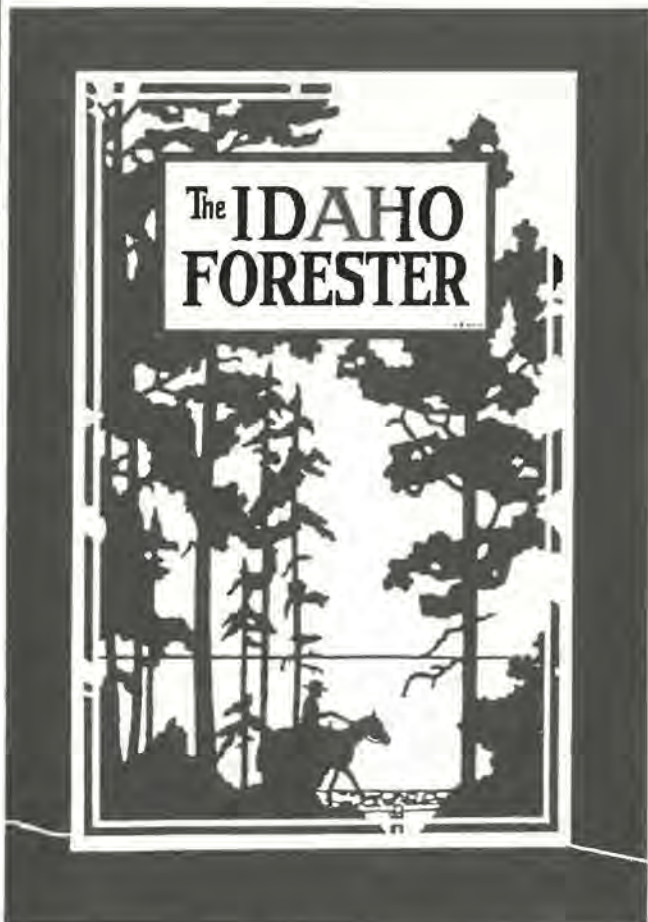
Kate Sullivan ('76), first woman editor of the *Idaho Forester*, 1976.

Editor's Note: What follows on the next page is a confession of sorts. Joe Ulliman mentioned (above) a shift in cover design in 1938. The article that follows reveals for the first time publicly the rationale and means underlying that shift.

Idaho Forester Covers: A Plot Revealed

Ken Hungerford*

This is the story about two *Idaho Forester* cover designs which were used during the years from 1922 until 1947. The 1922 cover was designed by Mrs. Bernice Behre, the wife of a forestry professor. Since that time, no change was made until the 1938 issue of the *Forester* of which I was the editor. During the early and mid part of the 1930s, many of the editors of the *Idaho Forester* had sought to replace the old cover design, thinking that something more modern would be more appropriate. The 1922 design, as you may remember, was the silhouette of the ranger on horseback against a backdrop of mountains, lakes and trees.



*Kenneth E. Hungerford, an alumnus (BS - Forest Mgt., '38) and faculty member (1946-1978), was *Idaho Forester* editor for 1938.

To add to the problem, this old plate that furnished the covers for the *Forester* was beginning to develop a crack which, while it didn't ruin the quality of the publication, made a slight flaw that many editors objected to. However, new cover plates cost money, and the money just was not available.

At the time I was editor, the forerunner of the *Daily Idahonian* had a publishing plant in the city of Moscow that did most of the printing of the *Idaho Forester*. During that year they obtained new photoengraving equipment that made the cost of the photographic plate for publishing such as the *Idaho Forester* very much more reasonable and more possible than it had been before. Still, there was a great objection from Dean Jeffers because of the necessary financing.

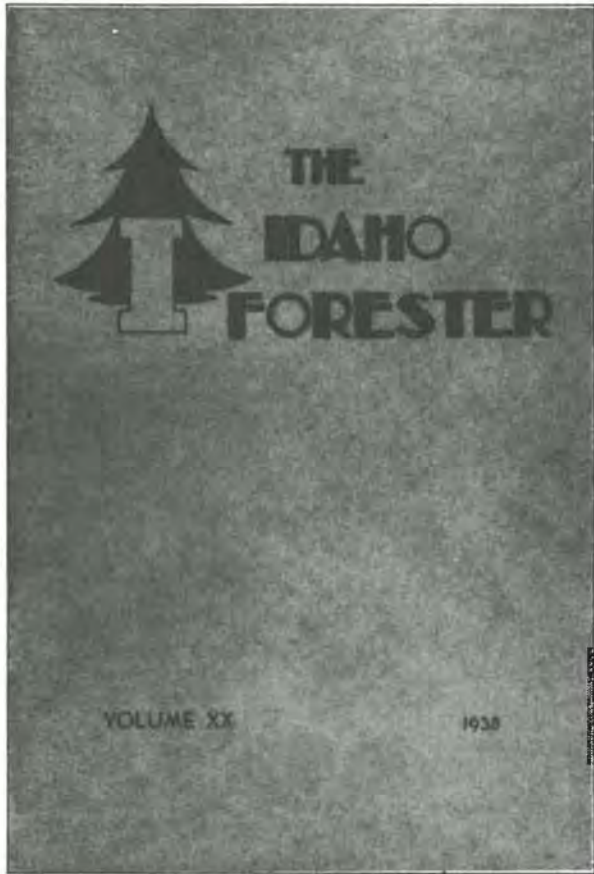
Actually, I learned the photoengraving process working with the printers who were new to the equipment at the *Idahonian*. We had, sort of under the table, gone ahead with a plan to design the new cover.

This is the first time I have ever admitted this publicly, but one of the printers and I decided that we were going to have to take the bull by the horns, and in the dungeons of the photoengraving rooms in the *Idahonian*—dirt floor and dirt walls—we finally managed to drop that old plate and let that little crack take over and split the whole thing.

I relayed the bad news to Dean Jeffers in what I hoped was a convincing manner; he simply told me that the school didn't have the money to pay for it, that we were going to have to produce some money through our advertising sales. We took up the challenge and our business manager, Harold Heady, [BS - Range Mgt., '38], did an admirable job locating advertisers. We were able not only to develop the new cover design, but also to include probably more pictures than had ever been used in the *Idaho Forester* before.

The new cover design was patterned after the Associated Foresters pin, a design suggested by John Compagnoni (BS - Forest Mgt., '38). The idea was put on paper by Otto Baltuth (BS - Forest Mgt., '39), the advertising manager of the *Idaho Forester*. This new design lasted at least until the 1947 issue of the *Idaho Forester*, and, probably, it seemed at that time as out of date as the first one had in 1938.

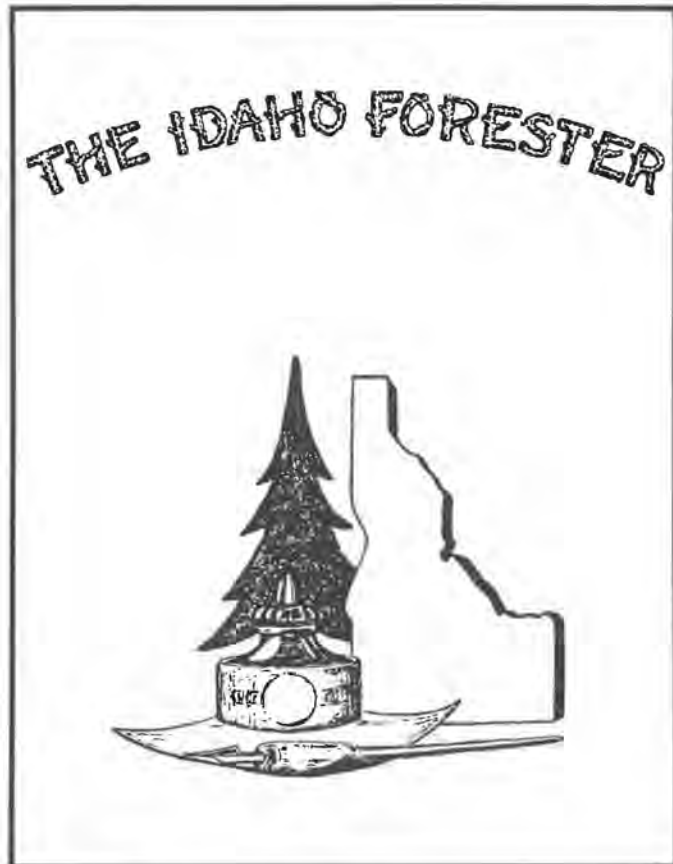
Reproduction of 1922-1937 *Idaho Forester* cover plate. Note the crack across the bottom.



1938 *Idaho Forester*. Editor Ken Hungerford and his co-conspirators replaced the 1922-1937 covers with this one. Although this design was displaced in 1947, it was resurrected in 1950 and used through 1956, after which a standardized cover was abandoned in favor of a variety of photographs and drawings.

Idaho Forester Editors and Honorees

Year	Editor	Dedicated to (honoree)			
1917	R.N. Cunningham	None	1975	Al Merkel	None
1918	No issue		1976	Kate Sullivan	None
1919	No issue		1977	James Dunn	Dean Emeritus Ernest Wohletz
1920	James W. Farrell	Major F.A. Fenn	1978	Tracy Behrens and Jan Bal	None
1921	Carthon R. Patrie	Dean Francis G. Miller	1979	Michael Hollmann and Cynthia Mitiguy	John Howe
1922	W. Byron Miller	Charles Houston Shattuck	1980	Michael Hollmann and Elizabeth Strassheim	Kevin Leber
1923	Russell M. Parsons	Walter D. Humiston	1981	Dave Lubin and Kristine Jackson	Edwin W. Tisdale
1924	J.W. Rodner	Ben E. Bush	1982	Ann Coffman and Eva Phillips	Secretaries
1925	Arthur M. Sowder	I.H. Nash	1983	Mimi Hendricks	Philip C. Habib
1926	Charles E. Fox	Lloyd A. Fenn	1984	Andrew Froelich	Staff, Faculty and Students of past 75 years
1927	Galen W. Pike	Graduates of the School of Forestry			
1928	John B. Biker	Charles C. Moore			
1929	Prentice Balch	George M. Cornwall			
1930	William Krummes	Harry I. Nettleton			
1931	A.M. Sowder	Charles K. McHarg, Jr.			
1932	A.M. Sowder	Huntington Taylor			
1933	A.M. Sowder	H.C. Baldrige			
1934	A.M. Sowder	E.A. Bryan			
1935	Thomas S. Buchanan	C.L. Billings			
1936	Leon Nadeau	R.H. Rutledge			
1937	Fred Mathews	Graduates of the School of Forestry			
1938	Kenneth Hungerford	Major Evan W. Kelley			
1939	Nelson Jeffers	Faculty of the School of Forestry			
1940	Tom J. Crony	Ferdinand A. Silcox			
1941	William W. Read	Clarence E. Favre			
1942	Philip Habib	U.I. Foresters in Service			
1943	Marshall E. Spencer	U.I. Foresters in Service			
1944	George V. Johnson	U.I. Foresters in Service			
1945	D.R. Seaberg	Alumni, School of Forestry			
1946	Irv Wentworth	The Future of Forestry			
1947	Steele Barnett	Alumni, School of Forestry			
1948	Frank Hawksworth, Art Brackebusch, and Bob Walkley	Idaho Cooperative Wildlife Research Unit			
1949	Bob Walkley	Forest Industries of Idaho			
1950	Glen Youngblood	Harry T. Gisborne			
1951	Howard Heiner	U.I. Pres. J.E. Buchanan			
1952	Howbert Bonnett	Men of the U.S. Forest Service			
1953	Roger Bay	Dean Dwight S. Jeffers			
1954	Art Andraitis	Faculty, College of Forestry			
1955	Pete Preston	U.S. Forest Service			
1956	Ralph Kizer	None			
1957	Neils Christiansen	Virgil Pratt			
1958	Ralph Roberts	None			
1959	Kenneth Solt	Alumni, College of Forestry			
1960	Chalon Harris	Albert W. Slipp			
1961	Gene Brock	Roger L. Guernsey			
1962	Lee Gale	Charles A. Connaughton			
1963	Roger Hungerford	Edwin C. Rettig			
1964	Dick Olson	Pres. D.R. Theophilus			
1965	Ed Wood	David S. Olson			
1966	Howard A. Wallace	None			
1967	Andy Card	None			
1968	No issue				
1969	Dwayne K. Parsons	None			
1970	Thomas B. Miller	None			
1971	Steven C. Wilson	None			
1972	Morris M. Bentley	None			
1973	Terry Mace	William R. Schofield			
1974	Bob Schoemaker	None			



From title page, 1954 *Idaho Forester*.

A SYNOPTICAL KEY TO FACULTY IDENTIFICATION, *Idaho Forester*, 1971.

Endemic Idaho Species

- Plants intelligent, not forming clones see WSU ecotypes
 Plants not as above, some forms parasitic
 Plants woody, some only in basal portions
 Plants tree-like, slow growing *M. detersia*
 Plants not tree-like
 Plants half-shrubs, flowers in solid-fused calyx *F. johnsonii*
 Plants shrubby, odiferous pits *J. howensis*
 Plants herbaceous
 Plants grass-like
 Tall, warm weather plants with hairy spike *E. tisdalensia*
 Short, desert plants with glabrous spike *L. sharpio*
 Plants forbs
 Plants poisonous, flowers in large showy head *E. wohletzia*
 Plants harmless
 Plants cryptophytic, geotropic,
 flower nocturnal *H. lowensteiniana*
 Plants phanerophytic
 Stem over 76", inflorescence with distinct
 pisciacious odor *C. macpheeses*
 Stem under 76"
 Plants only slightly pubescent above the
 auricles, head type inflorescence
 Pappus with chaffy scales, complex growth
 habit *R. sealeanthella*
 Pappus without chaffy scales
 Plants perennial, stoloniferous, spotted
 or mottled leaf epidermis *P. dalkiensis*
 Plants annual, weedy, low forage value *A. hofstranded*
 Plants pubescent above the auricles, inflorescence
 in solitary staminate flowers
 Plants long stamened, prolific invader, crowds
 out other plants *A. partridgensis*
 Plants short stemmed, prolific, large showy
 inflorescence, large empty glumes *K. hungerfordii*
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