



# PLANT CONSERVATION TREES

We Nebraskans have been blessed with a great and bountiful land. Through the years we've transformed the prairies into a productive land that sustains us and helps feed the world.

We call it the Good Life.

Our future belongs to the land. If we care and nurture our resources today, Nebraska will remain productive for future generations.

As an assurance that our children can enjoy today's bounty, we have embarked on an important new program called Conservation Trees.

Planting Conservation Trees is something everyone in Nebraska can do to make our lives better.

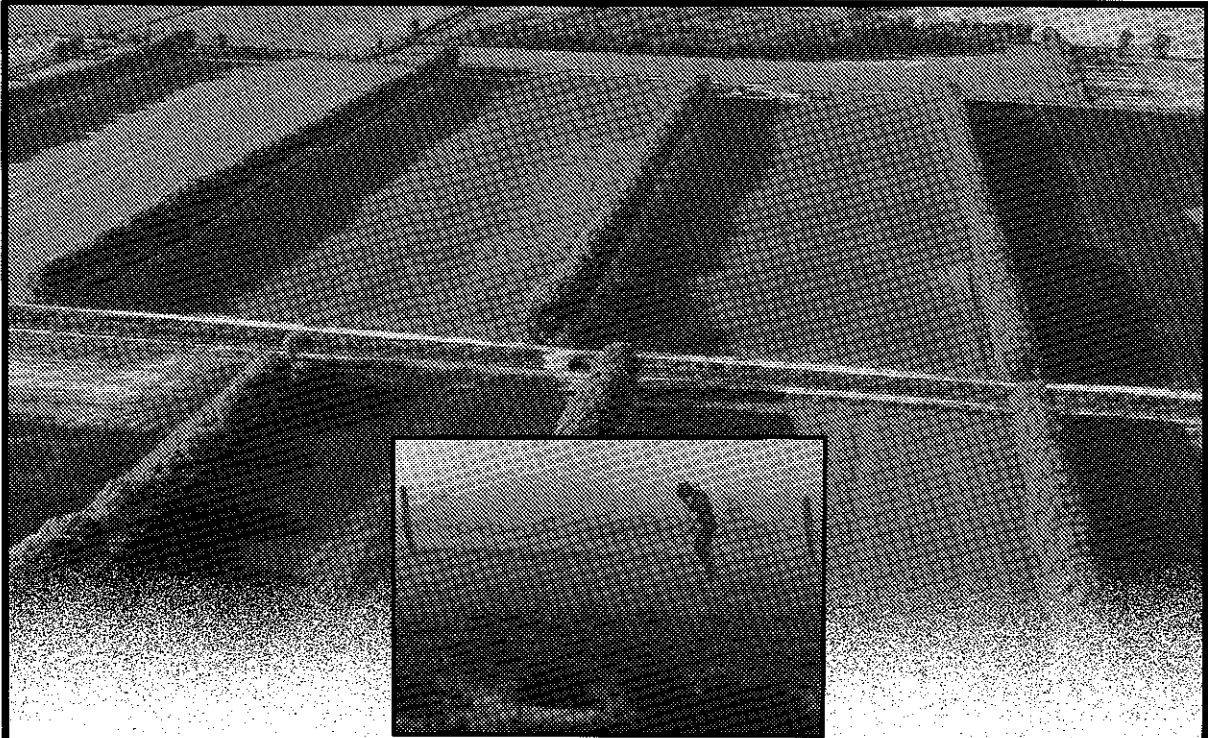
Trees cool the sun, stop the wind, hold the water, save our soil and conserve energy.

Over the next several weeks, this newspaper will be carrying a series of public service messages on the benefits of planting Conservation Trees. We've also prepared a special brochure that will show you how you can plant and care for Conservation Trees, either on the farm or in town. I urge you to learn more on how Conservation Trees can help you and Nebraska.

Bob Kerrey  
Governor  
State of Nebraska

Help make the Good Life better by planting trees.  
For your free brochure, write: Conservation Trees,  
The National Arbor Day Foundation, 100 Arbor  
Avenue, Nebraska City, NE 68410.





# SAVE THE LAND

The wind can be a most destructive force. When it blows unchecked, it strips away the precious topsoil we all depend on to survive. One only has to remember the Dust Bowl days to know what can happen when the land is abused and the winds blow free.

We can slow the wind and save our land when we plant Conservation Trees. When planted in shelterbelts, Conservation Trees can keep soil where it belongs, increasing crop yields and saving energy.

Saving the soil concerns us all, whether we live in the country, or in towns or cities.

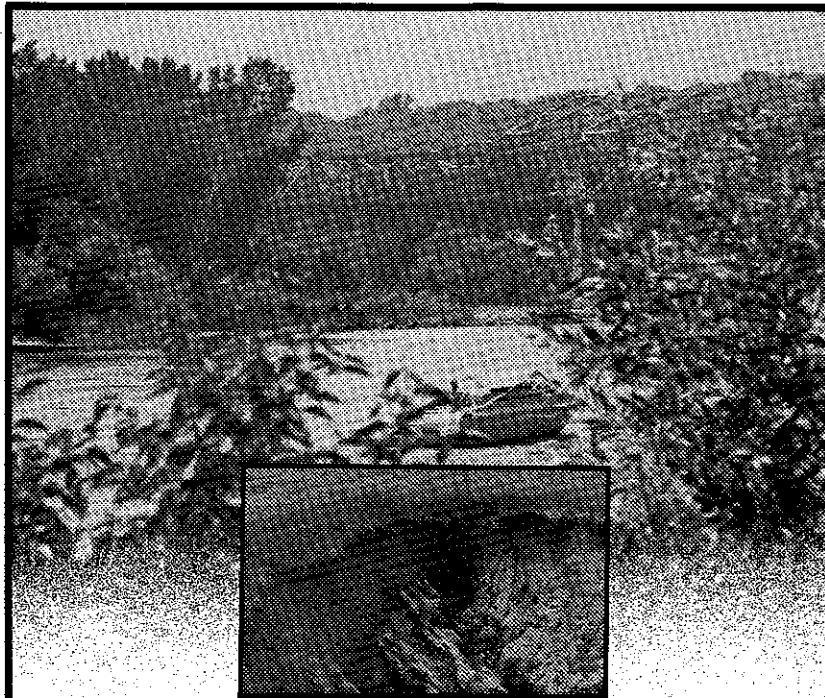
Without productive topsoil, we can't grow the grain that makes the bread we eat, or raise the corn that feeds the cow that produces the milk we drink.

Conservation Trees work on the farm and in the city. The shade they provide cools our homes, helping reduce high air conditioning bills. And when winter winds blow, trees shelter us, reducing our heating bills by as much as 30%.

Find out how Conservation Trees can help you.

In the city. Or on the farm. For your free brochure, write: Conservation Trees, The National Arbor Day Foundation, 100 Arbor Avenue, Nebraska City, NE 68410.





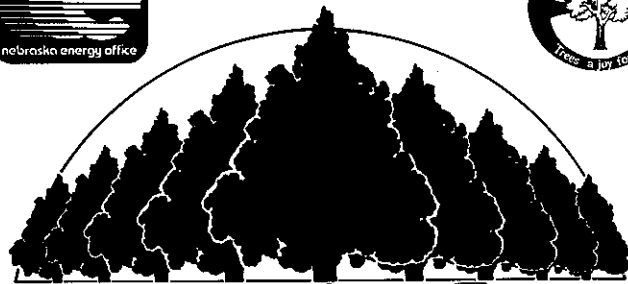
# HOLD THE WATER

Water sustains everything on this planet. But when it runs out of control, water can be a killer. A beautiful babbling brook may become a raging torrent, destroying everything in its path. What may first appear as a tiny crack in the landscape can become a giant-sized gully. On the farm, fields are destroyed. And in towns and cities, homes on hills are threatened.

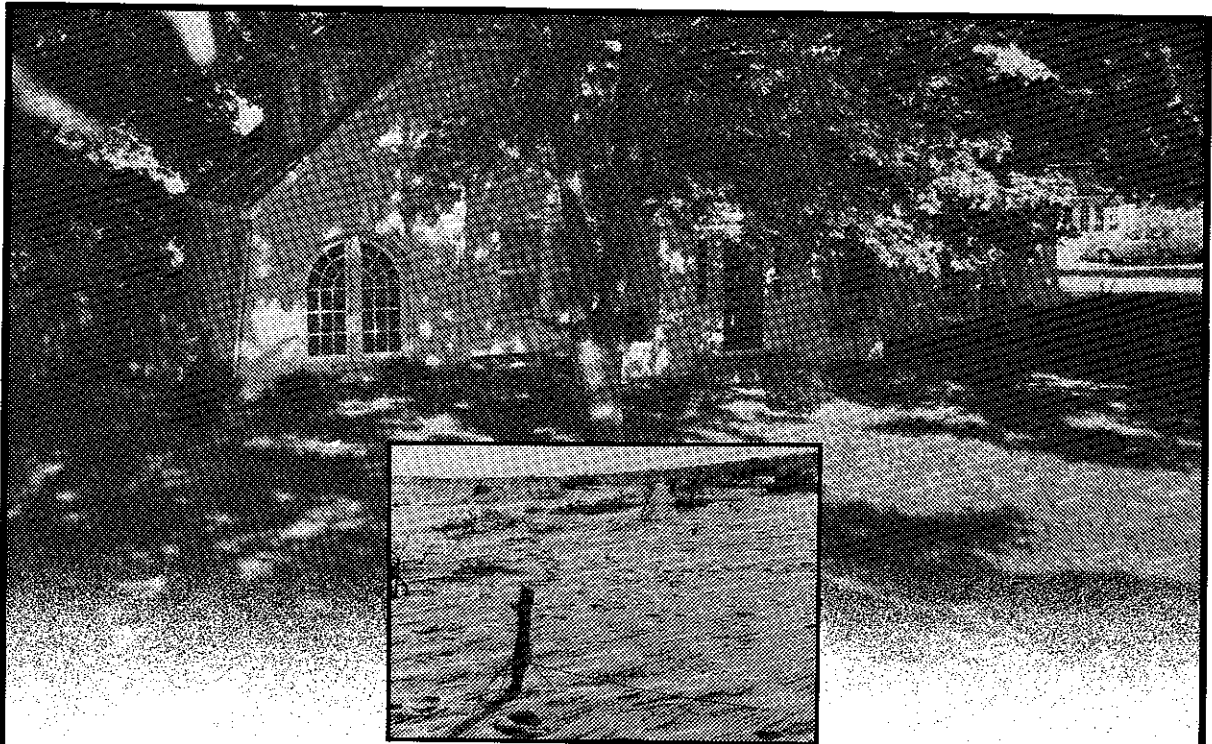
When we plant Conservation Trees, we can keep the water in check. Trees along hills and streams prevent water from tearing away the land, carrying our precious topsoil to the sea. And these trees are a renewable resource, providing lumber products and firewood for our homes.

Conservation Trees can cool our homes in the summer. And they keep heating bills down in the winter, saving us energy. Trees check the wind, keeping the topsoil from blowing away.

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conservation trees™



# COOL THE SUN

A cool shaded home and a searing landscape may seem worlds apart, but the only difference between the two are trees... Conservation Trees that can turn a desert into a cooling oasis.

Thanks to trees, we can cool the rays of the sun. When trees shade our homes, the temperature drops substantially. That means our air conditioners won't have to work so hard in the summer. We save energy, and money as well.

Conservation Trees do a whole lot more. Planted on steep hills, the trees' roots keep the land from washing away when it rains.

And in the country, trees can be planted as shelterbelts keeping the soil from blowing away.

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Conservation Trees™



# STOP THE WIND

There's something really wonderful about planting a tree. Not only can trees increase property values...they also create pleasant places to live. Trees effectively stop the wind while creating great places for picnics, a little shade, and a home for songbirds and wildlife.

Conservation Trees cool our homes during hot summer days, keeping energy costs down. During the winter, they can cut heating bills up to 30%. And they can reduce traffic noise, helping make life better.

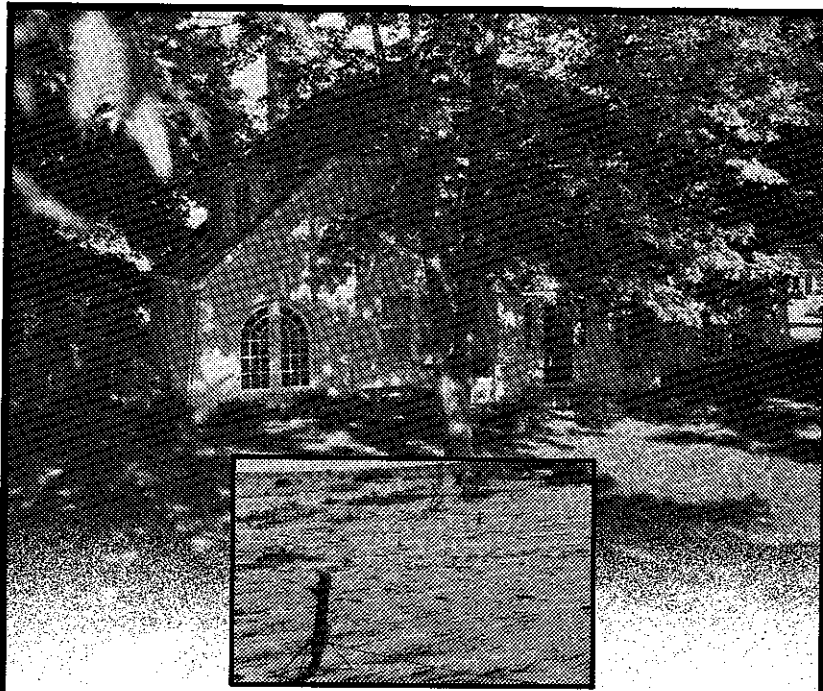
On the farm, Conservation Trees keep the soil in place.

They become a formidable barrier, stopping the wind from robbing the land of its productivity.

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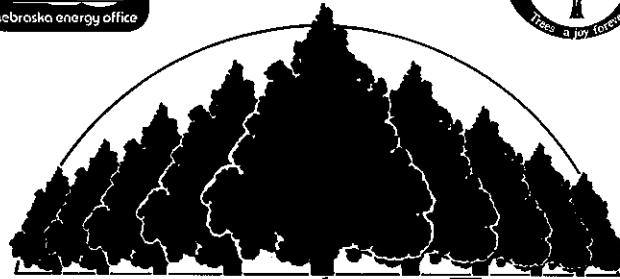
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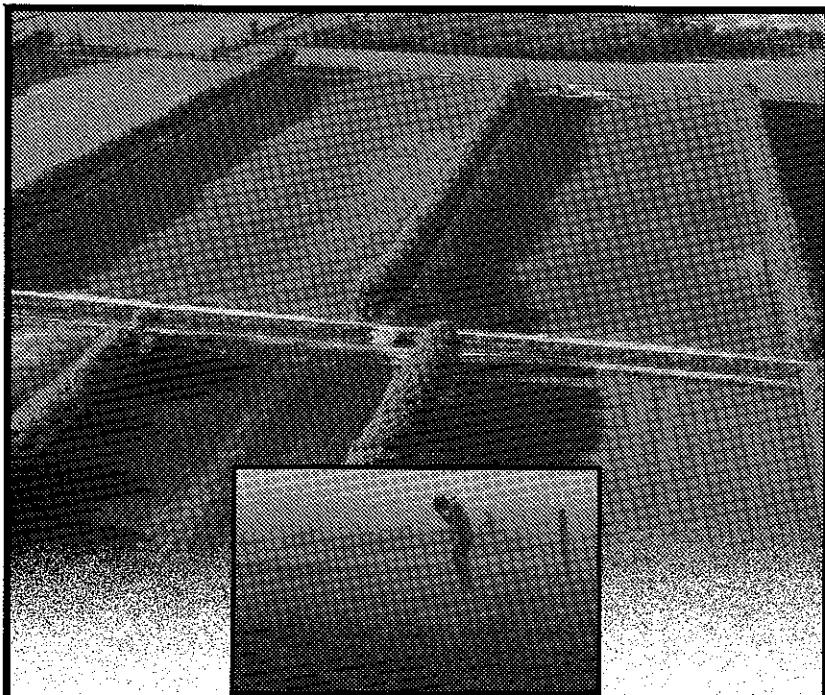
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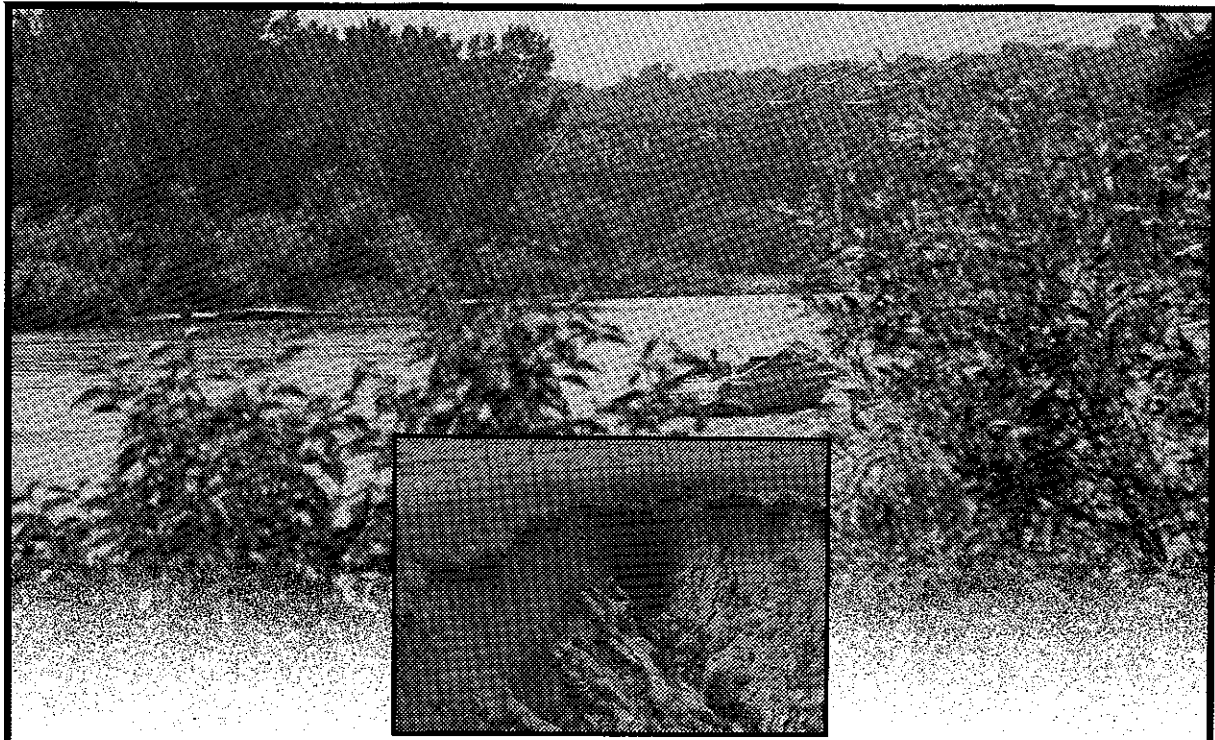
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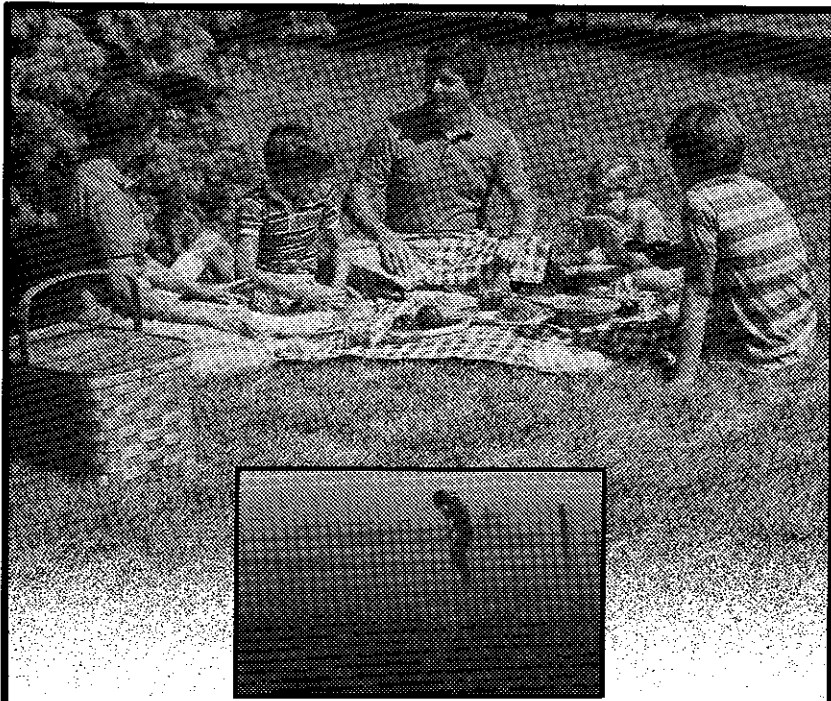
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