

THE FOREST AND YOU

The Future Is Here

This article has been prepared by Georgia-Pacific, the growth company interested in protecting our natural resources.

The demand for wood products has risen 70 percent in the last three decades according to a recent U.S. Forest Service survey, and the demand will continue to rise. People are using more and more wood products every year. In addition, the world population is increasing steadily, and many developing nations are vying for the thousands of products made from wood. As a result, some experts predict, the demand for wood products will double between now and the year 2020.

The trees to meet that burgeoning demand are being grown now — fast.

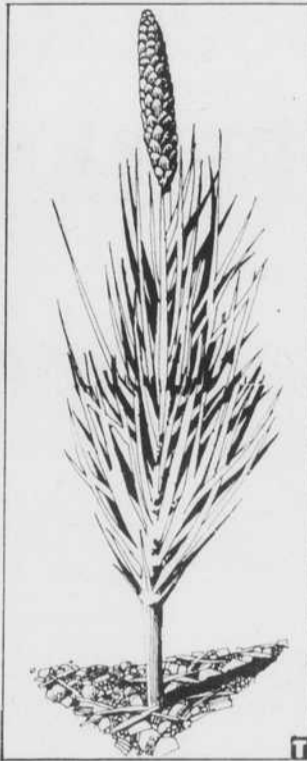
Nature grows very few superior trees per acre—in some areas, maybe only one in 25,000 acres. These trees grow taller, are healthier and have more usable wood fiber than surrounding trees of the same age. Foresters take cone-bearing branches called scions from these superior trees and graft them on young, healthy stock. The smaller trees are relatively easy to work with. When buds or "flowers" develop on the grafted trees, they are covered and protected to prevent random pollination. Then they are



FORESTERS SELECT SPECIAL BRANCHES from superior trees.

dusted with pollen from other superior trees. The resulting seeds are superior to ordinary seeds, and when planted, they become super seedlings.

Mature trees bear seeds in erratic cycles, averaging one good crop every four years after age 20. Seeds from abundant crops are kept by forest products companies for planting in "off" years. To date, one company has planted more than 131 million superseedlings. Special plantings include Douglas fir, Western hemlock, Port Orford cedar, coast redwood, Southern pine, true fir and Eastern spruce. Additionally, millions of new seedlings are growing in nurseries across the country, and seed for millions of supertrees is in storage.



SUPERSEEDLINGS are created when those better branches are grafted and mated.

These superseedlings are often eight times larger at the age of six months than natural seedlings of the same age, and they're also a lot tougher. Supertree seedlings have a remarkable survival rate. They'll become very special trees. More than special, they'll be super.

Unsung Heroes Of America

OUR RETAILERS

America's nearly two million retail establishments contribute some \$130 billion yearly to our national economy. According to many historians modern retailing is a continuation of the world's oldest business.

Practiced by the ancients, retailing has been the custom of all peoples. The earliest form of retail merchandising was probably the exchange of food and weapons. Traders and peddlers came later, and by 3,000 B.C. shops were quite common.

In America, the history of retailing has been one of experiment, improvement and progress. Here, the general store preceded the single-line store and is still common in many communities.

In the late 19th century, the department store came into being, and chain stores, though known in earlier times, first developed in their modern form in 1859, with a standard of quality and price on all merchandise sold in all stores.

Retailers serve their communities by adding to employment, providing goods and services and easing the flow of the local economy. They also do such things as lend their windows for dis-



WELL-REGULATED TRUCKING helps keep our retailers in business.

plays by community groups such as the Boy Scouts or environmentalists, participate in United Fund, Chamber of Commerce and other community programs, help fight crime and rehabilitate downtown areas.

Helping our retailers help us is the careful government regulation of the trucking industry. Most consumer goods move from place to place by truck. In many communities, regulated truck transport is the only freight link with the outside economy.

Regulated interstate motor carriers must serve small-town and suburban America, whether it's profitable or not—often it's not. Yet, retailers in these

communities have the same rights as those in major cities to sell the best goods available at the best prices they can offer.

Regulation helps assure that, and so helps keep a lot of retailers in business. It also helps keep prices down since, without trucking service, some would have to turn to alternative—though very expensive—ways of bringing products.

In retailing, the principal job is to spread the overhead over as large a sales volume as possible so that no price is too high. Successful retailing demands being on the side of the consumer, working as the consumer's purchasing agent. Your merchants are working for you.



People used to believe that beech tree bark could kill snakes.

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