

**ADS  
FOR  
A  
BIRTHDAY CELEBRATION**

**SILVER ANNIVERSARY**

**1941-1966**



**AMERICAN TREE FARM SYSTEM**

Growing Trees to Meet the Nation's Needs

**MATS OR GLOSSIES** *FREE*  
**2 or 3 Column**



A Service by

**AMERICAN FOREST PRODUCTS INDUSTRIES, INC.**

**1816 N Street, N. W., Washington, D. C. 20036**



## BEHIND THE TREE FARM SIGN



Growing Trees  
to Meet the  
Nation's Needs

SILVER ANNIVERSARY  
1941  
1966  
AMERICAN TREE FARM SYSTEM

Across the nation Tree Farm signs mark nearly 30,000 private forests, small and large. The owner may be a farmer, lawyer, merchant or corporation. His sign is a symbol of action today and promise for the future, because he has dedicated his woodland to growing and harvesting repeated forest crops.

For information about becoming a tree farmer, see your nearest forester.

SPONSOR'S NAME

## We're Growing the Wood We Need ---Thanks to Tree Farming



SILVER ANNIVERSARY  
1941  
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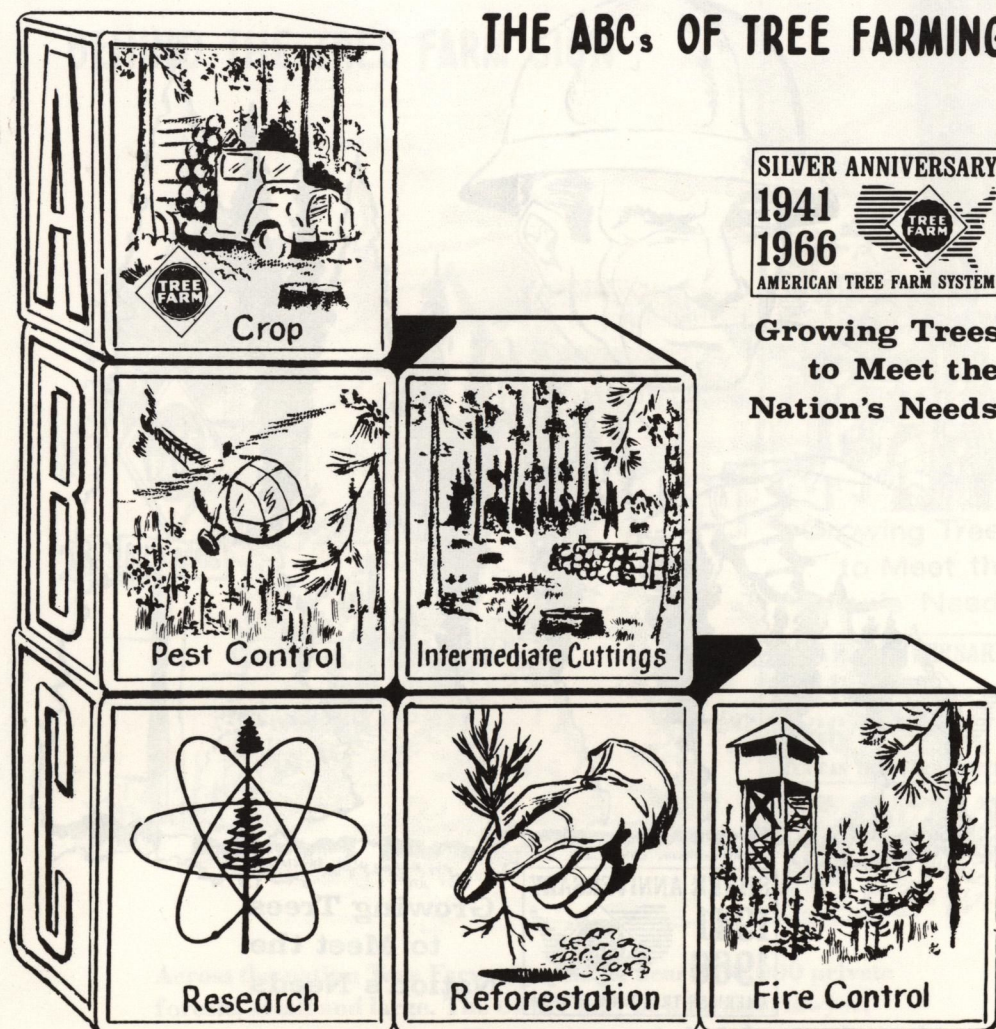
Growing Trees  
to Meet the  
Nation's Needs

Tree Farms and other well managed commercial forests today produce more wood than we use in lumber, paper products, plywood and 5,000 other items in daily use. At the beginning of the Tree Farm program the annual harvest of wood was greater than growth.

We're growing the wood for this and succeeding generations.

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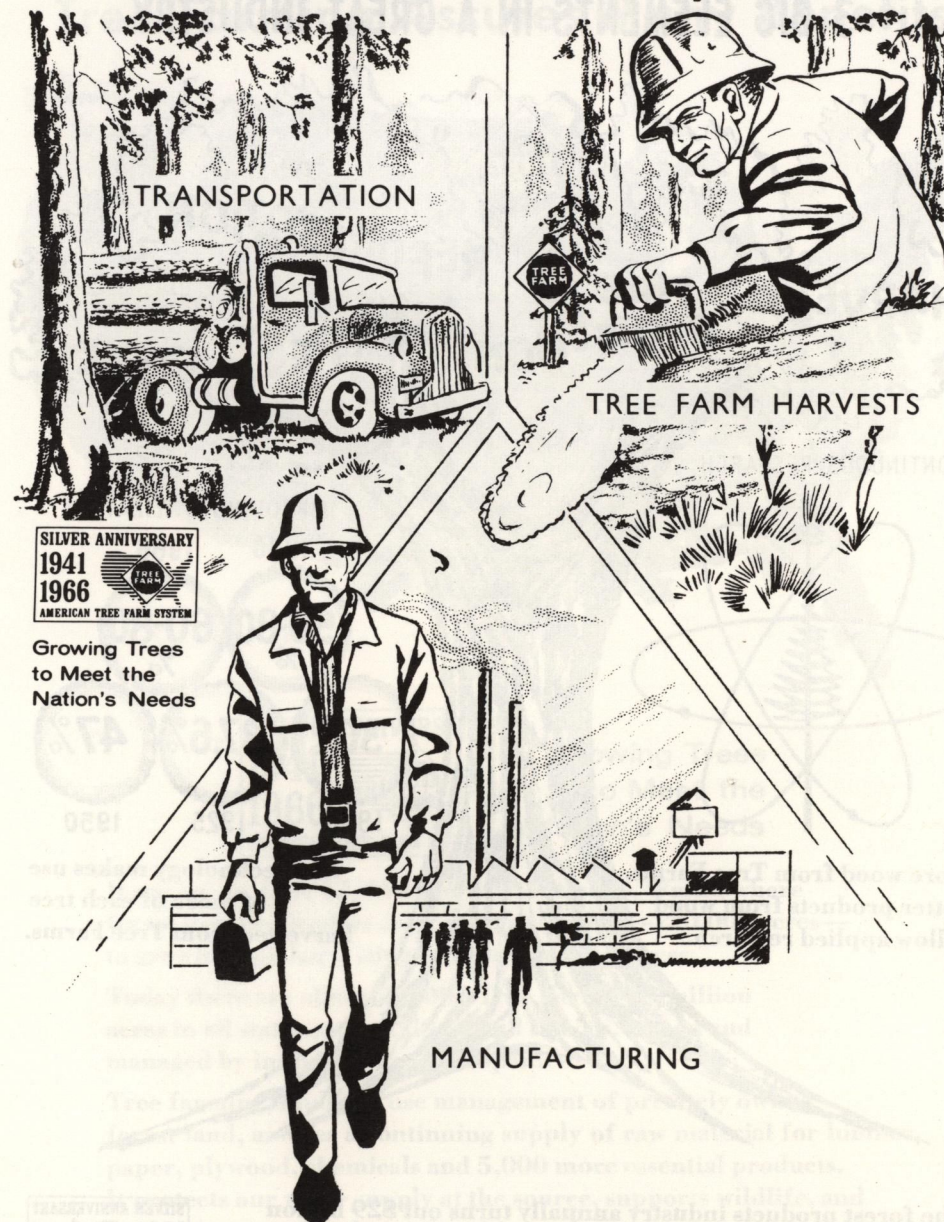


The tree farmer has to wait longer for his crop. But, like the row crop farmer, he depends on research and care for quality and yield. Applying these factors, tree farmers and other owners of commercial forest land are growing more wood than they are harvesting.

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## A 7 Billion Dollar Payroll ?



Yes, tree farming is the base of the forest products industry, the nation's fourth largest. Harvests from Tree Farms and other commercial forests, transportation, and making forest products employ 1,452,000 men and women in full time jobs.

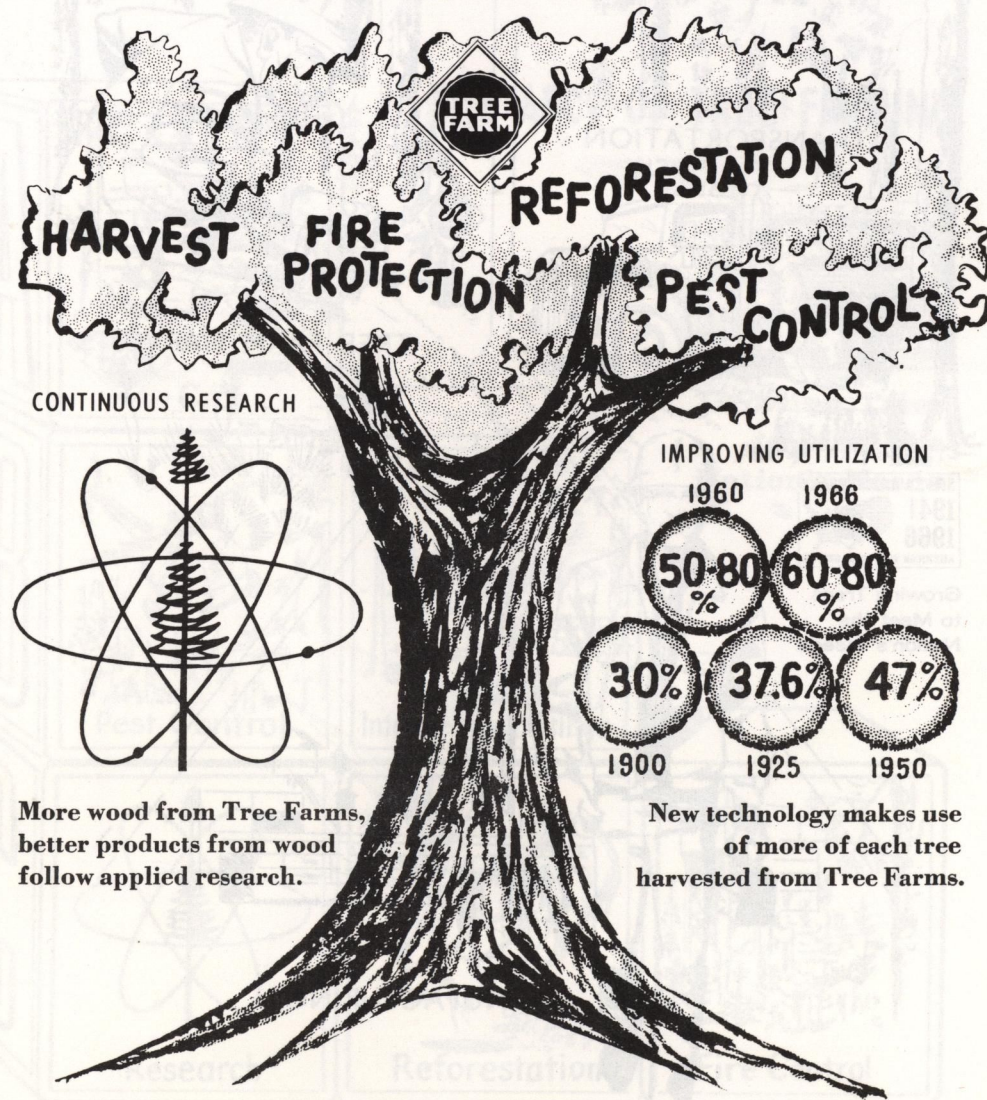
Their pay is more than \$7 billion a year.

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## 3 BIG ELEMENTS IN A GREAT INDUSTRY



More wood from Tree Farms, better products from wood follow applied research.

New technology makes use of more of each tree harvested from Tree Farms.

The forest products industry annually turns out \$29 billion worth of products and employs 1,450,000 men and women with annual payroll of \$7 billion.

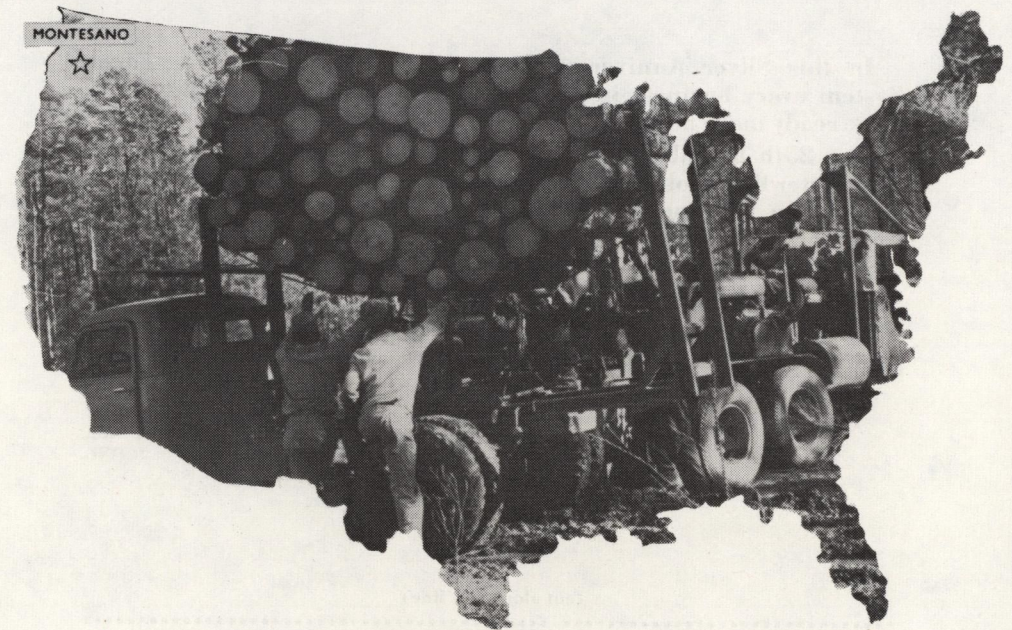
The blend of tree farming, research and utilization is a big part of this industry that makes more than 5,000 products used in homes and by business and other industries.



Growing Trees to Meet the Nation's Needs

SPONSOR'S NAME

## Tree Farming Assures Many Benefits



Growing Trees to Meet the Nation's Needs

It started on June 12, 1941, near Montesano, Wash., where forest industry leaders dedicated one forest—120,000 acres—to growing and harvesting repeated crops of trees.

Today there are almost 30,000 Tree Farms, 67 million acres in all states except Alaska and Hawaii, owned and managed by individuals and companies.

Tree farming, multiple use management of privately owned forest land, assures a continuing supply of raw material for lumber, paper, plywood, chemicals and 5,000 more essential products. It protects our water supply at the source, supports wildlife, and provides recreational opportunities and scenic beauty.

Our company is proud to be among many forest products manufacturers and landowners who sponsor the American Tree Farm System through their educational organization, American Forest Products Industries, Inc.

SPONSOR'S NAME



## ADVERTISING DOLLARS

In this Silver Anniversary year of the American Tree Farm System every business in your community is a potential buyer of these ready made ads.

The 25th birthday of the program is June 12, 1966. In some places it will be observed during that week. In other places the celebration will come earlier or later. But in many localities the forest products industries are planning special efforts to bring to the attention of the American people the important contributions of tree farming to our economic and social well-being.

These pieces of ad art are free, compliments of the forest product manufacturers and landowners who are our members.



American Forest Products Industries, Inc.  
1816 N Street, N.W., Washington, D. C. 20036

(cut along this line)

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\_\_\_\_\_  
(date)

American Forest Products Industries, Inc.  
1816 N Street, N.W., Washington, D. C. 20036

Send the free Tree Farm ad mats or glossies as indicated below:

(Check Appropriate Line)

| 3 col.<br>mat | 2 col.<br>mat | 3 col.<br>glossy |
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