

# NATIONAL FOREST PRODUCTS ASSOCIATION

Formerly NATIONAL LUMBER MANUFACTURERS ASSOCIATION



General Offices: 1619 MASSACHUSETTS AVENUE, N.W.  
WASHINGTON, D. C. 20036 202 — 332-1050

FOR TUESDAY, MAY 9, P. M. 's RELEASE

## NOTE TO EDITORS:

Attached is the text of remarks by Gene C. Brewer, president of the National Forest Products Association before more than 900 of the nation's top forest products industry leaders, government and allied industry representatives attending the 65th Annual Meeting of the national federation May 7 -10 at the Statler Hilton Hotel here. Brewer is president of U.S. Plywood-Champion Papers, Inc., New York City.

Brewer's remarks on public land use policy are the basis for a panel discussion by four members of Congress and four members of the press at 12:30 p.m. today.

The members of Congress are: Sen. Henry M. Jackson (D-Wash.); Sen. Roman L. Hruska (R-Neb.); Rep. Gerald R. Ford (R-Mich.); Rep. Wayne N. Aspinall (D-Colo.).

Members of the press include: Warren J. Rogers, Jr., Washington Editor LOOK Magazine, Panel Moderator; Sterling Green, Associated Press, Washington Bureau; James J. Kilpatrick, Editor, Richmond News-Leader and Syndicated Columnist; Richard A. Golden, Associate Editor, Washington Kiplinger Editors, Inc.

###

Gene C. Brewer Remarks

Congressional - Press Panel

NFPA 65th Annual Meeting

Statler Hilton Hotel  
Washington, D.C.

May 9, 1967

Archimedes told us that the essential ingredient for moving a world was to have a place to stand.

The platform for all of us earthlings who want to move our world is, in the final analysis, the land masses upon which we live out our lives.

In Greek mythology there is recorded a giant named Antaeus who derived his strength from the earth. Hercules wrestled with him and threw him but each time he touched the ground he sprang up revitalized. Hercules finally held him aloft and choked him to death.

We, like Antaeus, derive our sustenance and our strength from the earth, and it is only when we are unable to renew that strength and fail to recognize the source of our power and our progress that we are, as was Antaeus, doomed to strangulation by forces stronger than we are.

The elements of all life derive from the land and it is our dependence upon and proper use of the land which will determine whether our nation -- even our human species -- will long survive.

In the United States we, more than most other peoples, have been blessed with vast and fertile lands. They have been bountiful in yielding food and fuels, clothing and shelter, minerals and mountainous harvests of all the things our people have required.

Our lands have been watered by broad and sparkling rivers, streams and lakes, traversed by miles of highways, and canals, bejeweled with villages, towns, and teeming cities.

Our forests have been harvested and restored. They have sheltered our game, replenished our streams, provided our timber, offered forage for our cattle, and, increasingly, in recent years, have provided a peaceful refuge for millions of our people who seek the solace of nature as relief from the pressures of modern living.

The land of America has been good to us ... but, many Americans have accepted the bounty and beauty of the land without recognizing the burdens we impose upon it.

In making thoughtless demands upon the land many have failed to assign a scale of values to those benefits they expect from the land.

Most of us have inadequately understood the obvious fact that among the riches of a prosperous nation only its land base is fixed... it cannot be expanded except through the unthinkable recourse to a war of conquest and the consequent burden of holding an empire in bondage. The United States, we all agree, would never resolve its need for land in such a fashion.

This being true, we must then consciously adopt a national philosophy of relative values which will enable us to use our available land base wisely and well. We live in a time of mushrooming populations; we must provide for modern transportation's insatiable appetite for superhighways, airfields, and parking lots; the evolution of the megalopolis threatens to engulf urban dwellers in an unending sea of concrete, asphalt, steel and brick. The urgent need for all of us to escape to fresh air, sparkling

waters, and the stillness of the out-of-doors imposes heretofore undreamed of pressures for parks, lakes, seashores, and the soul-satisfying wonders of the wilderness.

And yet our tabulation of demands cannot stop there for economic and sociological considerations in our present dilemma cry for solution as well.

We in the forest products industry are particularly sensitive to these considerations. It is we who know better than most Americans that "a tree is a miracle of God". Whole rural communities stake their existence on the eternal wonderment of forest regeneration; industrial complexes worth hundreds of millions of dollars depend upon continuing regrowth of the bounty from the land; entire nations require the thousands of products we are able to derive from the tree.

We among all the manufacturing industries in the nation have it within our power to assure a perpetual raw material resource ... by growing trees and harvesting them in an endless cycle of reverent wise use of God's miraculous wood fibre. The secrets of wood fibre are being unlocked to guarantee that human needs will not outstrip Nature's power to provide for man - in some operations as much as 90' per cent of the wood fibre now harvested now finds its way into useful products.

And so it can be for all future generations ... with proper planning.

Let me draw a comparison with other basic industries, those dependent upon minerals -- I can say it no better than Erick Zimmerman who warned, "The most disconcerting feature of minerals is their exhaustibility ... Therefore the questions, "How large are the reserves? How much is left in the ground? What will happen when it is gone? are vital questions of life and death."

Or as "Resources for the Future" has warned, "The stock which is in the earth today must serve all people for all time."

Forest industries alone are free of the problem of using up their reserves of raw material ... but only we among natural resource based industries must have growing areas perpetually available where sunshine and rain, earth and air, seeds and man can combine to meet the needs of future generations.

So it is the land that literally lies at the roots of man's partnership with the forest growing cycle. And it is the diminishing base of forest land that demands our nation's earnest concern.

As the sprawling cities, the broad avenues of transportation, the reservoirs, the parks and wilderness areas, the seashores and the scenic monuments, encroach upon our available productive land base, without a national land-use plan we must consider these urgent questions:

1. Will our remaining agricultural land base be sufficient to feed our own population and provide some relief to others in the world who already face starvation?

2. Will our rural population, already diminishing because of limited economic opportunity, further aggravate the problems of teeming cities as people turn in desperation to urban centers as the only source of jobs? And, as a corollary, will this not directly oppose the efforts already undertaken by The President to reverse the population flow?
3. Will the reduction in lands available for commercial forestry, grazing, mining, and other income producing activities impose upon our people the necessity to lower their standard of living as demand exceeds supply and prices of land-based products become prohibitive?
4. Will the inability of land-based industries to absorb an appropriate number of the hundreds of thousands of new workers impose additional tax and welfare burdens upon the entire population?
5. Will the United States, once the haven for the poor, the tired, the huddled masses of Europe, ultimately become the wellspring of a new emigration to other lands of opportunity ... to Canada, to Mexico, to South America and Africa?

These questions, I assure you, are not asked rhetorically. It is neither my intention nor my wish to cry havoc.

By raising these questions I hope to sponsor responsible examination and discussion of the burden all Americans must share in evolving a community of understanding among all elements of Government, industry,

and our whole society which will lead to conscious evaluation of our national land mass and its most beneficial uses.

Such examination has become a matter of urgent necessity for our industry. Like Antaeus we are being held aloft and suffering harrassment and eventual strangulation from perservationist plans, endorsed by the Federal and sometimes state administrations, which if passed into law will further reduce the land available for America to grow her trees. Within the past month our industry has been obliged to rally to resist unthinking Scenic Trails, Wild and Scenic Rivers, National Redwood Park, and North Cascade National Park bills before the Senate of the United States. Each of these bills as put forward by the Secretary of Interior would seriously reduce the nation's ability to grow trees and manage them in the public interest. If all were to pass in their present forms the impact upon our public and private commercial timber lands would be catastrophic.

Frankly, we are puzzled by the unrelenting attacks upon the proper management of lands in the fundamental public interest.

There may be those who will say that I, as an individual concerned with the forest industries, have chosen to discuss these matters as a means to resist further Federal land acquisition. This I tell you with all earnestness is not the case.

Our industry is concerned with natural resources. We are deeply conscious of the responsibility we have for husbanding the forest resource



in our keeping. We recognize, however, that the land itself is the priceless natural resource because it can never be enlarged.

Given access to the land we can grow more trees forever. Denied the land we cannot fulfill our industrial or our national destiny.

If we, as a nation, fail to identify our essential and non-essential land uses and assign them upon a scale of national interest without regard to our individual preferences or our individual sociological, economical, recreational or spiritual ambitions, we will have failed indeed.

The quarrels which perennially occur between the land using industries and those who prefer that land be reserved for recreational, spiritual and cultural purposes are costly indulgences for a nation such as ours.

They are costly not only in time, talent, energy, money, and goodwill, but more seriously they are only skirmishes in a war which all of us, as a people, are losing together.

There are few in the forest industries, I am sure, who would deny that the forests of America are part of our priceless heritage and that they should be fully enjoyed by our people.

I would hope that the vast majority of those who work with dedication and conviction to preserve wilderness, to establish parks, and to assure protection of the scenic grandeur of our land, could agree with me that the thousands of products our American forests yield for our people are of tremendous national significance.

If those of us who have been arrayed against each other these many years could marshall our human resources together to evaluate our natural resources in terms of all of our national needs we would indeed make a contribution to those generations yet to come.

I pray that we can bring this about.

All of us will recall, I am sure, that Robert Frost at the inauguration of President Kennedy, blinded by the sunlight, recited from memory lines of an early poem, "The Gift Outright". The opening line most of us remember:

"The land was ours before we were the land's..."

In the body of that poem, however, were other lines which may, if applied by all of us concerned with the destiny of our nation, afford us comfort and conviction. Robert Frost wrote:

"...Something we were withholding made us weak  
Until we found out that it was ourselves  
We were withholding from our land of living  
And forthwith found salvation in surrender."

Let us no longer withhold ourselves from our land of living but have the will to face squarely the needs of all our people if we are to live and prosper in this land.

Having the will to move forward on a national problem is half the battle -- finding the way is the other half.

We have at hand distinguished panelists who are splendidly qualified in creating and interpreting the will of the people and finding the way to fulfill the people's need.

Gentlemen, I ask you to consider and comment upon these questions:

What should the role of the Congress be in establishing a national land policy to meet the many and varying requirements of the nation and its people?

Can a national land policy sponsor a return to rural areas and relieve social and economic pressures in our cities?

Can the values of economics, community stability, and essential goods be equated with recreation, beauty and spiritual needs in terms of land use?

While we seem, as a nation, to be able to provide both guns and butter, why can't we also provide jobs and community stability along with recreation?

Does the nation ever properly consider that the needs of the many must be paramount irrespective of the honest desires of the few?

These are difficult questions affecting not only our industry, the citizens dependent upon it as workers and consumers, but the whole fabric of our national social and political structure. We hope you gentlemen representing the powers of the Congress and the press will guide our nation toward the answers -- for answers there must be -- answers developed with reason and responsibility.

# NEWS

from

**National Forest Products Association**

1619 Massachusetts Avenue, N.W., Washington, D., C. 20036

(202) 332-1050

FOR IMMEDIATE RELEASE

## YAKIMA MAN CHOSEN FOR HIGH POST IN LUMBER INDUSTRY

WASHINGTON, May 10 -- A Yakima, Wash., forest products company executive, with more than 40 years in the lumber industry was elected first vice president of the National Forest Products Association, here today.

James D. Bronson, director of the Boise Cascade Corp., was chosen for the high office at the board of directors meeting during the 65th Annual Meeting of NFPA, May 7-10

BRONSON succeeded Russell H. Ells, president and general manager of Willits Redwood Products Co., Willits, Calif., who was elected president of the national federation.

A native of Stillwater, Minn., Bronson graduated from Yale University and began his career in the lumber industry as a logger with the former Cascade Lumber Co., of Yakima. He then worked in the mill and finally in administrative posts. In 1939 he became general manager and in 1946 he became president of the company. After a merger into Boise Cascade Corp., he has continued to head the lumber operations division centered in Yakima and is a member of the board of Boise Cascade.

Long active in association work, Bronson has served as president of the former Western Pine Association and of American Forest Products Industries, Inc. He is a past president of the Western Wood Products Association and currently serves as a member of the board of directors, and a member-at-large of the Association's executive committee.

More than 250 of the nation's top forest products industry leaders, as well as government and allied industry representatives and their wives are attending the four-day Annual Meeting of NFPA which adjourns this evening.

NL-38-67

###

# NEWS from

**National Forest Products Association**

1619 Massachusetts Avenue, N.W., Washington, D. C. 20036

(202) 332-1050

## IMMEDIATE RELEASE

WASHINGTON, D. C., July 12, 1968 -- A forest products industry spokesman said today that the climate for industry investment can be enhanced and new job opportunities created in an economically poor area, if forest land is held by private owners rather than acquired as a federal forest.

Dr. John Muench, forest economist for the National Forest Products Association, told the House Interior Subcommittee on Indian Affairs that the sale of land to private parties following termination of federal trusteeship over Indian lands would tend "to keep the income from the land circulating in the local economy for payrolls, retail sales, bank deposits, and property taxes instead of draining the bulk of the money to the federal treasury ... and would provide an opportunity for the development of entrepreneurship, new jobs, investment and more complete utilization of the forest resources."

The House Indian Affairs Subcommittee is considering a bill to allow the purchase of Colville Indian tribal lands in Eastern Washington state by the Secretary of Agriculture for a national forest after members of the tribe have first had a chance to purchase the land at a competitive price.

Muench emphasized that a national forest offers no new opportunities for investment and is "not consistent with government efforts to encourage regional

economic development." Adding reservation lands to the national forest system, he said, would only tend "to concentrate timber supply into the hands of the largest timber owner in the region and, for that matter, in the nation."

He said that investment climate and new job opportunities can be created in the Colville, Wash., region if three principles are given proper attention: The price the government will pay the Indians for their tribal assets is separated from the market value any buyer could pay who expects to carry out sustained yield forest management; an assured raw material supply is recognized as a powerful stimulant to industrial development -- which is particularly important for smaller, nonintegrated firms, and the price paid by land buyers is given secondary importance to the economic development and job opportunities private ownership can create.

The Colville tribal lands are located in Okanogan and Ferry Counties, Wash. Both counties currently are classified as eligible for assistance from the Economic Development Administration because of high unemployment and out migration in recent years.

#

#

#