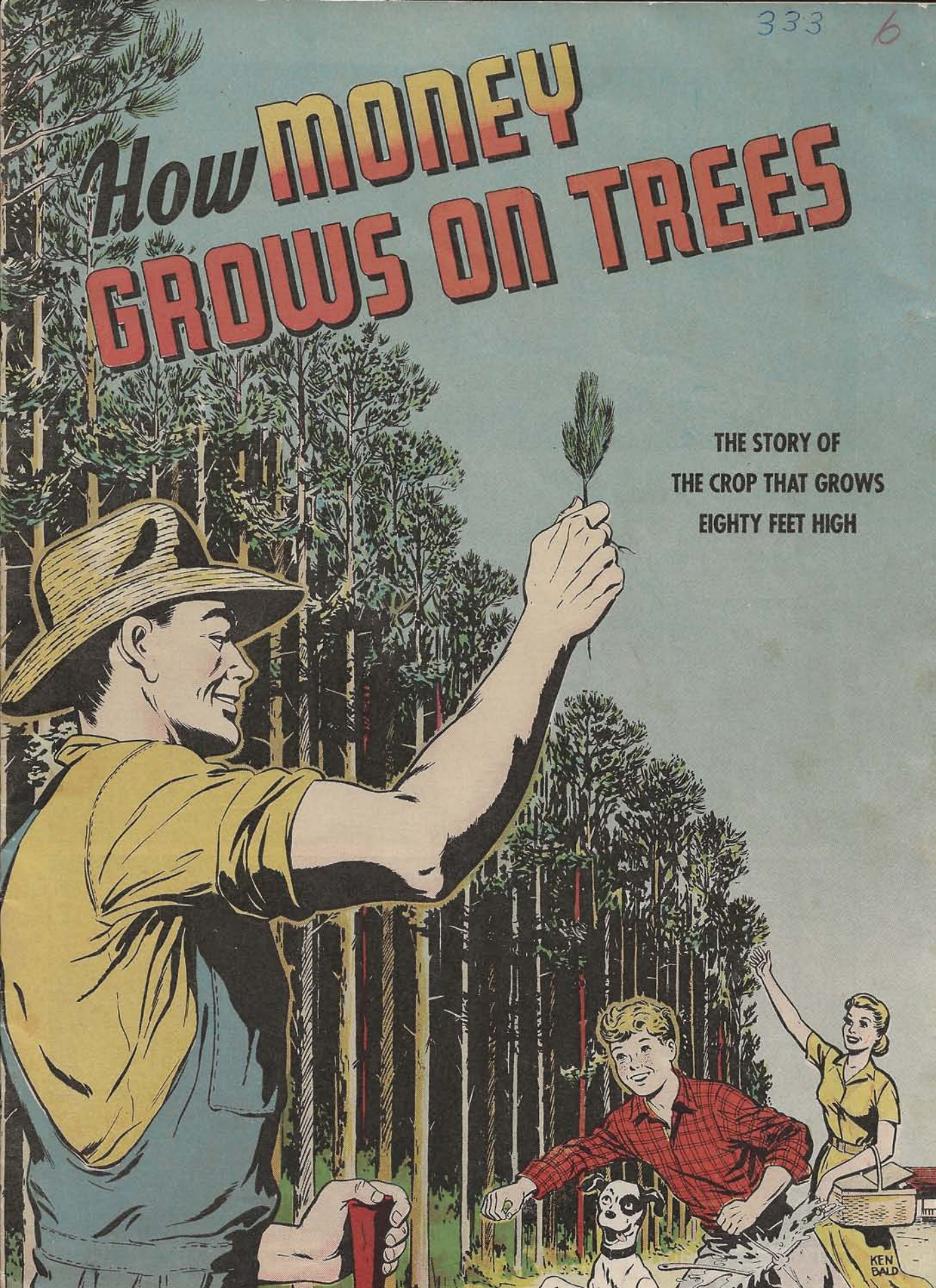


# How MONEY GROWS ON TREES

THE STORY OF  
THE CROP THAT GROWS  
EIGHTY FEET HIGH











WHY, THIS PLACE HASN'T BEEN LIVED IN FOR YEARS.

IT LOOKS HAUNTED!

OW-W-W-W-W-W-W-W-W-W-W



WELL--LET'S GET SOME FOOD UNDER OUR BELTS. AND SOME SLEEP TOO. IT MAY LOOK BETTER IN THE MORNING.

EVEN SKIP DOESN'T LIKE IT.

THAT NIGHT



MARTHA, I'M REAL SORRY THE HOUSE IS SO... DISAPPOINTING!

JIM DAVIS, THERE'S NOTHING WRONG HERE THAT HARD WORK WON'T FIX. I HOPE!

NEXT MORNING



THESE WEEDS SURE ARE TOUGHER'N WIRE.

WELL... LOOKS LIKE WE'VE GOT COMPANY.


HOWDY, FOLKS...



LOOKS GOOD TO SEE SOME PEOPLE TAKE OVER THE OLD DAVIS PLACE.

WELL, IT LOOKS AS IF THE FARM'S TAKEN OVER ME.

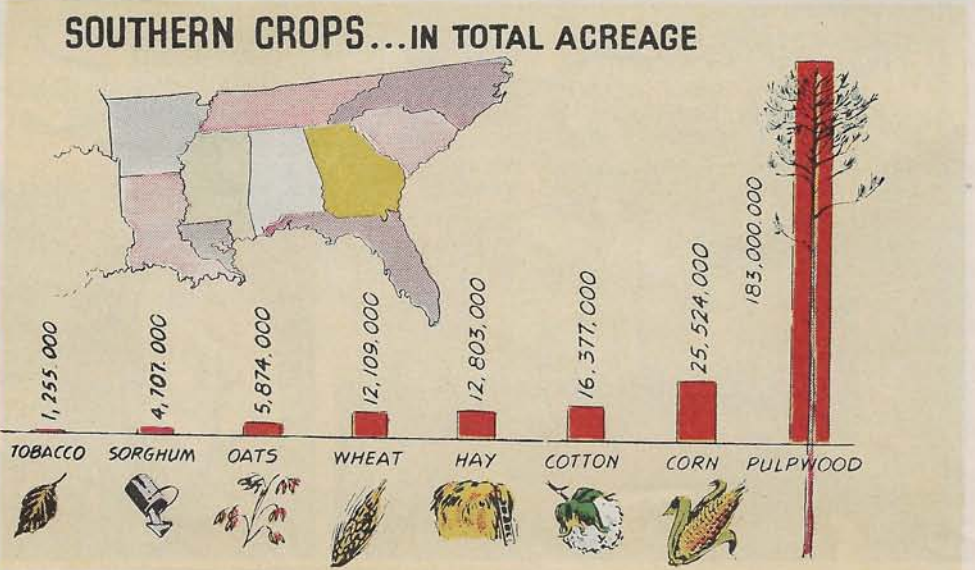


"MOST PEOPLE DON'T REALIZE THAT MORE'N HALF THE LAND AREA OF THE SOUTH **OVER 183 MILLION ACRES** - IS COVERED WITH COMMERCIAL FORESTS "

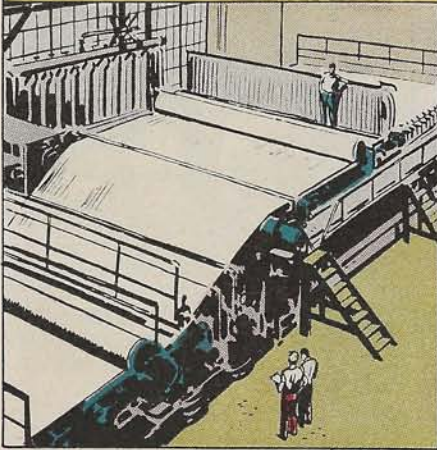
"THAT'S MORE THAN TEN TIMES THE ACREAGE COVERED BY KING COTTON!"

4





"THE SOUTHERN PAPER INDUSTRY EMPLOYS ABOUT 119,000 MEN AND WOMEN... AND PAYS \$200 MILLION IN ANNUAL WAGES!"



"OVER A BILLION DOLLARS HAVE BEEN INVESTED IN PAPER MILLS, PROVIDING GOOD JOBS FOR PEOPLE OF THE SOUTH, TO PRODUCE ALMOST HALF OF ALL U.S. PAPER AND PAPERBOARD PRODUCTION."



"SOUTHERN RAILROADS, TRUCKING FIRMS, AND BARGE COMPANIES EARN AROUND \$60 MILLION YEARLY HAULING TIMBER..."



AND LISTEN! LAST YEAR, SOUTHERN PAPER MILLS PAID OVER \$100 MILLION INTO THE POCKETS OF SMALL WOODLAND OWNERS LIKE YOURSELF!

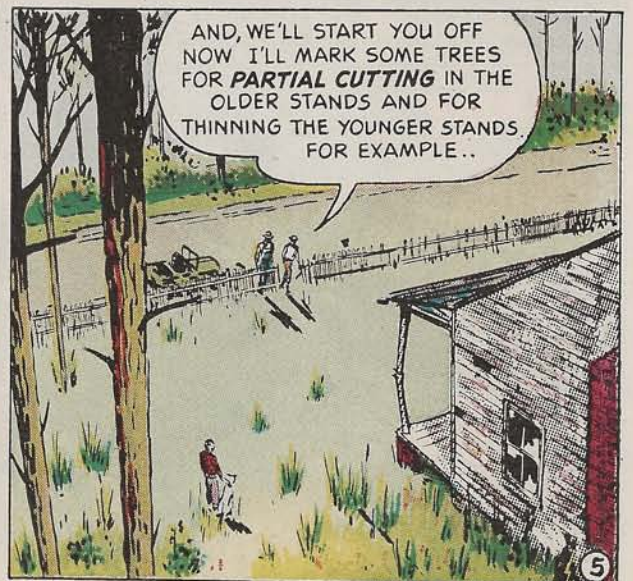
GOOSH! BUT HOW DO YOU KNOW SO MUCH ABOUT THIS? AND HOW DO I GET STARTED? AND, HOW...



WHOA--ONE AT A TIME. I'M TOM JOHNSON, A CONSERVATION FORESTER FOR THE SOUTHERN KRAFT DIVISION OF INTERNATIONAL PAPER COMPANY. AND, MY JOB IS TO HELP FARMERS, LIKE YOU, GET THE MOST FROM THEIR WOODLANDS.



AND, WE'LL START YOU OFF NOW I'LL MARK SOME TREES FOR **PARTIAL CUTTING** IN THE OLDER STANDS AND FOR THINNING THE YOUNGER STANDS. FOR EXAMPLE...







"YOU WANT TO HARVEST SOME OF YOUR MATURE TREES LIKE THIS ONE. ALSO CLEAR OUT THE POORLY FORMED ONES. THEN THE SMALLER, YOUNGER TREES CAN GET MORE SUN, AIR AND WATER."



"AND, OF COURSE, YOU WANT TO CUT OUT THE SICK TREES... TO PROTECT THE OTHER HEALTHY ONES."



"NOW, I'M MARKING SOME TREES THAT HAVE **OVERTOPPED** AND CROWDED THEIR NEIGHBORS... WON'T PERMIT THEM TO GROW. SO CUT 'EM OUT."



"THIS TREE LOOKS AS IF IT CAN'T BE DOING ANY GOOD."

"THAT'S THE IDEA. IT'S CALLED SCRUB OAK, AND IS GOOD FOR FUELWOOD ONLY."



"GOSH-- THANKS A LOT FOR HELPING OUT."

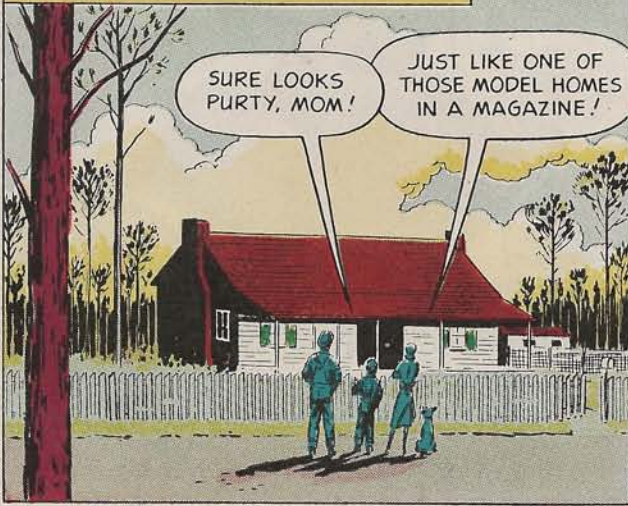
"THAT'S ALL RIGHT... YOU GET BUSY FIXING UP AND I'LL BE BACK SOON."

ANXIOUS TO START THEIR ADVENTURE IN TREE FARMING, THE DAVIS FAMILY PITCHES IN...





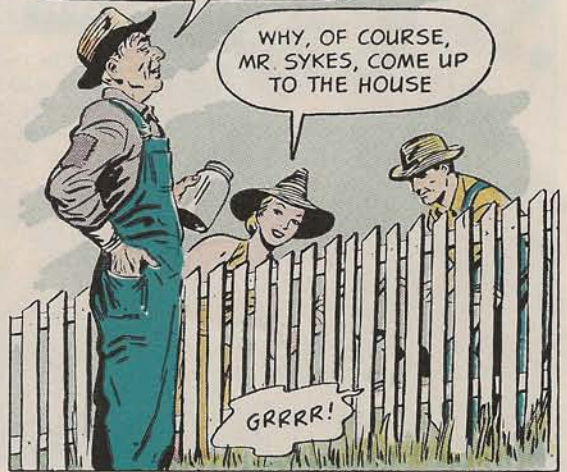
... AND SOME TIME LATER THEY PROUDLY  
LOOK OVER THEIR "NEW PLACE"!



SURE LOOKS  
PURTY, MOM!

JUST LIKE ONE OF  
THOSE MODEL HOMES  
IN A MAGAZINE!

MORNIN', FRIENDS. I'M YORE NEIGHBOR ACROSS  
THE HILL-- JEB SYKES BY NAME. I JEST DROPPED  
BY TO BORRY SOME SYRUP.



WHY, OF COURSE,  
MR. SYKES, COME UP  
TO THE HOUSE

GRRR!

SAW SOME OF YOUR BOYS CUTTIN' DOWN A FEW  
TREES, HERE AND THERE. WHY DON'T YOU HAVE  
'EM CUT DOWN **ALL** YOUR TREES. GET SOME  
ROOM FOR FARMIN'.



WE'RE ONLY  
CUTTING DOWN **SOME** OF  
THEM NOW. **TREES**  
ARE GOING TO BE MY  
**BIG CROP**, SYKES.

ARE YOU CRAZY? YOU'LL BE DEAD  
AN' BURIED BEFORE THOSE LITTLE  
TREES ARE WORTH ANY REAL MONEY!



THAT'S WHERE  
YOU'RE WRONG--

TOM JOHNSON PROVED TO ME  
THAT WHEN I DEVELOP A GOOD  
WOODLOT IN A FEW YEARS, MY  
LAND WILL **DOUBLE**  
ITS VALUE.

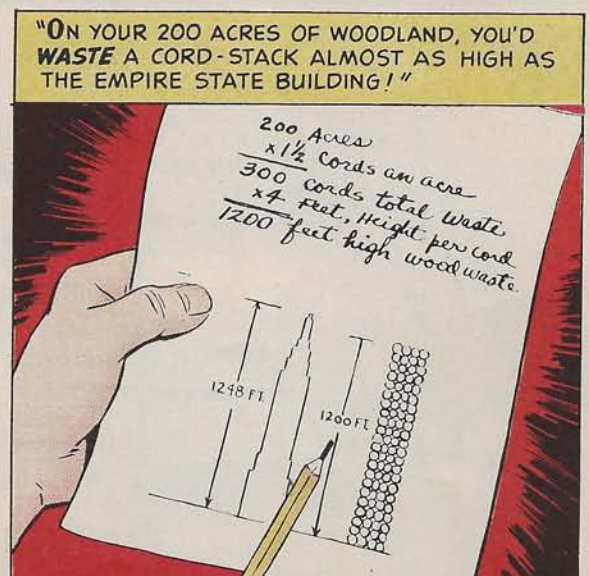


THANKS FOR TH' SYRUP,  
MRS. DAVIS. I'LL BE GITTIN'  
BACK--OH, HELLO, JOHNSON!



HOWDY, JEB! WHEN ARE  
YOU GOING TO TURN THAT  
BEAT-UP OLD JUNGLE INTO  
A GOOD WOODLOT?









AFTER YOU'VE FELLED YOUR TREES, CUT THEM INTO LENGTHS TO FIT MARKET REQUIREMENTS...

...AND WHEN YOU'RE CUTTING BIG TREES FOR SAWLOGS BE SURE TO SAVE THE TOPS BEFORE THEY DRY. MAKES GOOD PULPWOOD, IF PROPERLY TRIMMED.



NOW, THIS IS GOOD THINNING, JIM. YOU'RE GETTING SOME GOOD MONEY **NOW**-- AND THE REST OF YOUR TREES CAN GROW FASTER. THAT MEANS YOUR MONEY GROWS FASTER, TOO.



TELL ME, TOM... HOW DO I KNOW FOR SURE WHEN MY TREES ARE READY FOR HARVEST?

WELL, YOU CAN TELL TWO WAYS. IF THE TOPS ARE SMALL AND THE BARK SMOOTH AND SHINY, THEN THE STAND IS READY FOR A THINNING.



THE SCIENTIFIC WAY, THOUGH, IS TO USE AN **INCREMENT BORER**, LIKE THIS. PICK OUT A MATURE TREE THAT ISN'T CROWDED, AND BORE A SMALL CORE OUT OF IT.



AND, IF THE GROWTH RINGS ARE CLOSER AT THE EDGE--SEE, LIKE THIS ONE-- THEN IT'S SLOWING DOWN, AND READY FOR CUTTING.





ATTRACTED BY THE ROARING BLAZE, THE NEIGHBORING FARMERS COME RUNNING TO HELP

ALL RIGHT, MEN. START RAKING A GOOD FIRE-BREAK AROUND THE FIRE IN THIS CLEARED AREA. MAKE IT WIDE, AND REMOVE THE DUFF RIGHT DOWN TO THE BARE EARTH



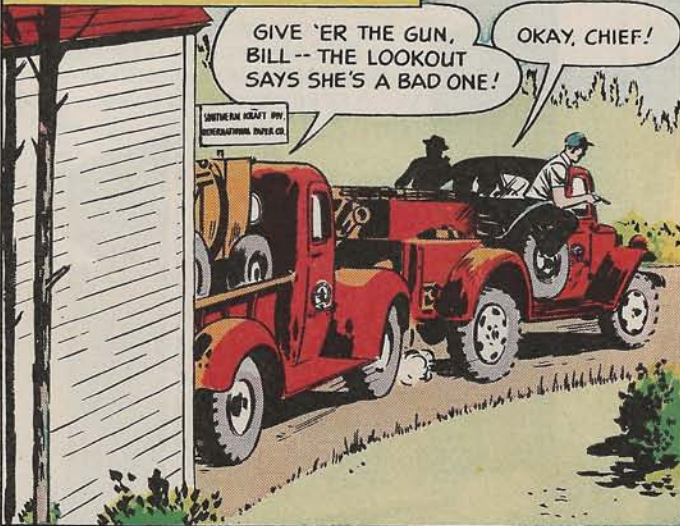
A FEW MILES AWAY IN A FIRE TOWER --







AT A MOBILE FIRE-FIGHTING UNIT--



GIVE 'ER THE GUN, BILL -- THE LOOKOUT SAYS SHE'S A BAD ONE!

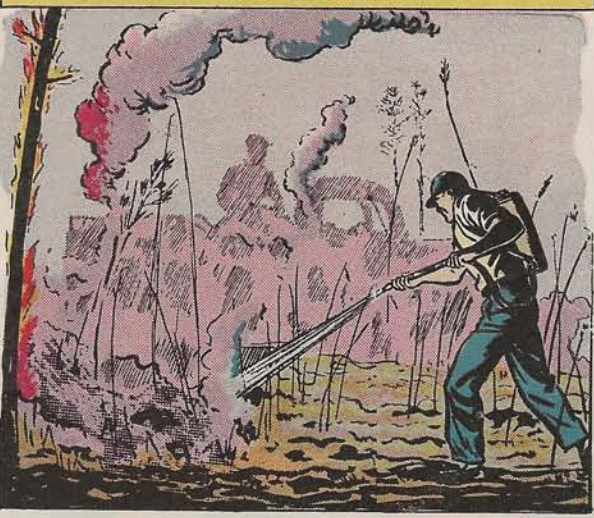
OKAY, CHIEF!

SOUTHERN RAIL ROAD CO. POWER CO. MEMPHIS, TENN.



YIPPEE! NOW WE'LL SEE SOME *REAL* FIRE-FIGHTING!

WHILE THE TRACTORS FINISH PLOWING A FIRE BREAK, THE POWER PUMPS POUR INTO ACTION.



SEVERAL HOURS LATER--



PHEW! WE FINALLY GOT 'ER LICKED. I FEEL LIKE A HUNK OF BURNT CINDER!

GUESS WE'D BETTER INVITE THE BOYS INTO THE HOUSE FOR COFFEE AND A WASH-UP.



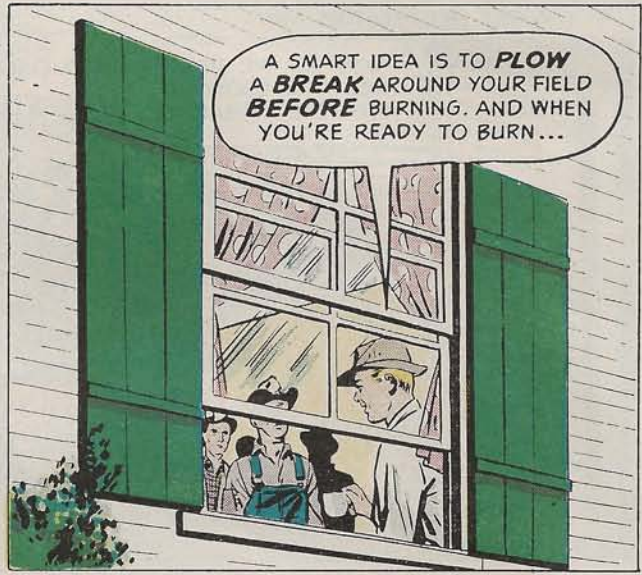


YOU DID A FINE JOB, MEN--BUT WE LOST A LOT OF GOOD TREES.



DO YOU REALIZE THAT FIRE DESTROYS MORE PULPWOOD THAN IS USED BY THE SOUTHERN PAPER INDUSTRY.

... AND REMEMBER, CARELESS FIELD BURNING OFTEN STARTS WILD WOODS FIRES. AND, YOU KNOW HOW MUCH DAMAGE THEY CAN CAUSE. "



A SMART IDEA IS TO PLOW A BREAK AROUND YOUR FIELD BEFORE BURNING. AND WHEN YOU'RE READY TO BURN...

"KEEP TOOLS HANDY. SET YOUR FIRE IN THE AFTERNOON, BECAUSE WINDS ARE LOW AND AIR MOISTURE IS INCREASING."



"KEEP A MAN WATCHING ALL THE TIME, AND BEFORE LEAVING, BE SURE IT'S OUT. DEAD OUT!"





JOHNSON, I NEVER REALIZED -- WHY, LOOK AT THOSE FINE POLES THAT BURNED. I WAS PLANNING TO USE 'EM FOR FIXIN' THE CORN CRIB AND PEN FOR MY PIGS.

WELL, SPEAKING OF PIGS -- I'D LIKE TO TELL YOU THE STORY OF POSEY HOWELL'S HOG.



"POSEY IS A TREE FARMER IN THE LONGLEAF-SLASH PINE SECTION OF MISSISSIPPI WHO DECIDED TO CHECK ON A RAZOR BACK'S EATING HABITS. SO--"



"--- ONE DAY HE FOLLOWED A HOG THROUGH THE WOODS FOR SEVEN LONG HOURS. POSEY SAW THAT HOG UPROOT NO LESS THAN 407 LONGLEAF AND SLASH SEEDLINGS!"



YOU CAN FIGURE OUT HOW MUCH MONEY WAS CHEWED UP IN ONE DAY... FOR IN 15 YEARS OR SO EACH ONE OF THOSE SEEDLINGS WOULD HAVE BEEN A VALUABLE, FULL-GROWN TREE!

I WOULD SAY THE MORAL OF YOUR STORY, MR. JOHNSON, IS KEEP YOUR PIGS PENNED UP!

YOU'RE RIGHT, MRS. DAVIS, SINCE YOUR PINE ARE LONGLEAF AND SLASH, ALSO. TOO MUCH GRAZING BY ANY FARM ANIMAL CAN BE JUST AS DESTRUCTIVE.



I'M GOIN' HOME AND START CHECKIN' MY PINE RIGHT NOW!

ME, TOO... I BEEN PUTTIN' IT OFF TOO LONG





IT WAS A BAD FIRE, TOM.

THAT'S RIGHT, JIM. BUT IT MAY HAVE DONE SOME GOOD -- IF IT TAUGHT THE MEN A LESSON. WE CAN'T AFFORD FIRES! THEY'RE TOO WASTEFUL.



MEANWHILE, HAPPILY UNAWARE OF THE FIRE, JACKIE AND SKIP ARE RETURNING FROM AN AFTERNOON OF GOOD FISHING.

WON'T MOM BE SURPRISED WHEN SHE SEES WHAT WE'RE BRINGING HOME FOR SUPPER!

YAP!



LAND SAKES, SON! YOU MUST HAVE CAUGHT EVERY FISH IN THE RIVER

THERE'S A FEW MORE LEFT, MOM, BUT MY ARM GOT TIRED!



HERE'S A PIECE OF PIE TO HOLD YOUR APPETITE. SUPPER WILL BE LATE TONIGHT ON ACCOUNT OF THE FIRE.

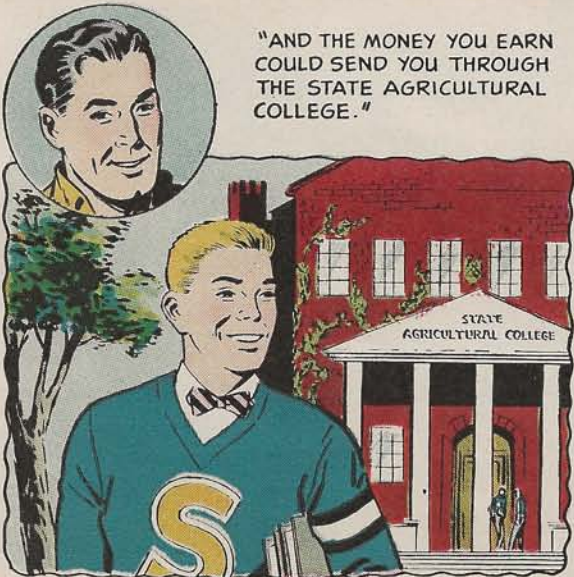
FIRE! WHAT FIRE?



YOUR FATHER CAN TELL YOU ALL ABOUT IT. HE'S WITH MR. JOHNSON NEAR THAT WASTELAND BEYOND THE WOODS.

EVERYTIME I'M NOT AROUND, SOMETHING EXCITING HAPPENS!









Trees can be grown as a crop—like wheat or corn or cotton. Tree farming is just as practical as any other kind of farming. There is no reason why we cannot have forest lands forever if we use good forest management.

The worst enemy of our forest crop is fire. Most forest fires start because someone is careless. You can help by always remembering to be careful about fire.