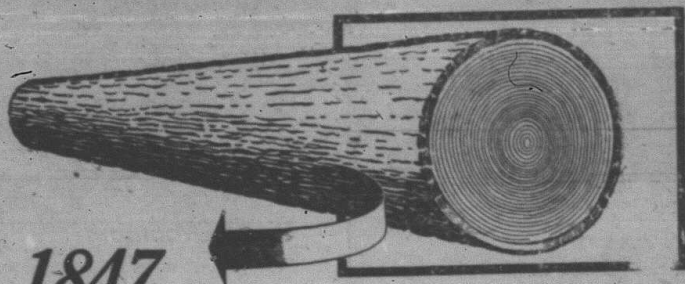


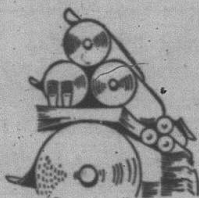
# building for the future

## in 1847

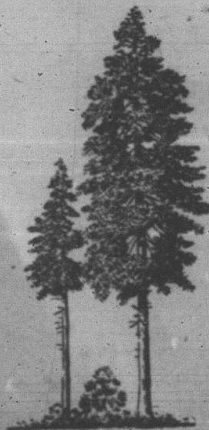


In 1847 and throughout the logging era of Merrill's first hundred years, trees were harvested for the single purpose use as lumber. Within the pages a story is told of how the economy of this community and of the entire state was based on the production of the raw material, wood, from 20,000,000 acres of virgin pine and hardwood.

## in 1947



Today wood has outgrown its single purpose use as lumber. Cellulose from wood is a substance whose full possibilities have hardly yet been touched. Recent amazing developments indicate that wood is likely to become the outstanding raw material for new products of the future.



## in 1997

In 1997, or even 30 or 40 years from now, wood from Wisconsin's own forest resources can play as important a role in our future way of life as it did when eight saw mills lined the banks of the Wisconsin River in Merrill. A long range, large scale reforestation and forest management program, geared to the size of the job ahead, can convert millions of acres of waste land into productive forest land in a minimum amount of time.

That the growing and harvesting of trees has social aspects closely bound to the manufacture and sale of paper is shown by this brief summary of the position of this industry in this state. There are forty-eight paper and pulp mills with a capital investment of \$322,000,000 and total annual sales of \$311,000,000. With 17,000 workers employed, the paper industry ranks second in Wisconsin in the number of wage earners, and third in the value of products manufactured. Thirty-six per cent of industrial employees in Lincoln county are paper mill employed. The average annual income of Wisconsin paper mill employees amounts to \$2,353. From the tax standpoint, this industry contributes \$25,000,000 to the Federal Government and more than \$5,000,000 in state and local taxes.

The paper industry has assumed its share of the responsibility of building back our forest resources. The Ward Paper Company also assumes the responsibility of building for the future in the way of technological improvements. Such an improvement program has been under way at the Ward Paper plant for the past four years, assuring steady employment and the production of finished products which flow from trees that grow in the forest.

# WARD PAPER CO.

Merrill, Wisconsin