



Barry Lawrence Ruderman Antique Maps Inc.

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Where We Grow Our Trees

Stock#: 66580
Map Maker: American Forest Products Industry
Date: 1953 circa
Place: Washington, D.C.
Color: Color
Condition: VG+
Size: 34 x 24 inches
Price: SOLD



Description:

Keep America Green Campaign -- "Forests Differ From Other Natural Resources, Such As Coal and Oil, In That They Can Replace Themselves"

Rare pictorial map produced by the American Forest Products Industry.

The text includes a reference to the Keep America Green campaign, which began in the 1940s and seems to have reached its peak in the 1950s.

As noted by the La Jolla Map Museum:

First published in 1943, the map illustrates the different forest regions of the US, and includes vignettes of the trees that are typical of each.

"With the aid of research laboratories and American genius for invention, more and more industries are using wood as their raw material. Science is encouraged to find new uses for both cellulose and lignin and for wood in its natural state, because the abundance of our forest crop and the growth of our vast forest reserves provide a supply that can be made continuous..."

Now known as the American Forest & Paper Association, AF&PA, "employs approximately 950,000 workers in green jobs, making the industry a top 10 manufacturing employer in 45 states; is the leading generator and user of renewable energy, producing 28.5 million



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megawatt hours annually, enough to power 2.7 million homes; generates 4.5 percent of U.S. manufacturing GDP, on par with the nation's automotive and plastics industries; supports the sustainable forestry practices that have made it possible for the U.S. to increase the amount of forests over the past 25 years; is a leader in paper recovery for recycling. Thanks to the industry's support, 68.1 percent of all paper consumed in the U.S. was recovered for recycling in 2018; is a significant taxpayer, paying approximately \$7 billion annually in federal, state, and local taxes" (AF&PA online).

Rarity

While we locate 2 variant editions of this map, we cannot locate an example with this set of photographs.

Detailed Condition: