

**— MORE ABOUT —  
Keep N. C. Green  
STARTS ON PAGE TWO**

first fire prevention legislation. That was in 1777.  
The era of modern thinking on fire prevention and forest protection, so far as North Carolina is concerned, began in 1915 with the passage of enabling legislation. State and county forest fire protection started about 25

years ago and now 78 of North Carolina's 100 counties are co-operating with the state in an effective forest protection program. Today more than 82 percent of North Carolina's total forest area is under organized fire protection. North Carolina is moving ahead, progress is being made, but none of us here today can afford to waste time viewing past achievements when so much still remains to be done.

For waging our long declared war against forest fires, we have

here in North Carolina a potent weapon that is completely capable of entirely wiping out timber losses resulting from man-caused fires. I'm speaking of the Keep North Carolina Green movement—its our Sunday punch in the fight against forest fire.

In the brief space of two years Keep North Carolina Green has proved that education can be effective in combatting forest fires. Keep Green is preventive medicine. It is to wood fires what vaccination is to smallpox. Keep Green, when given the chance, is the ounce of prevention that's worth the pound of cure.

Keep North Carolina Green in its essence is education at a grass roots level aimed squarely at the general public who start more than 90 percent of all wood fires. Keep North Carolina Green doesn't rely on the "DON'T DO THAT TECHNIQUE." Instead it uses the far more effective pocket-book approach.

It talks to the public in easily understood personal terms pointing out to them as individuals what forest fires mean in loss of jobs, community buying power, recreational facilities, soil erosion and taxes. Keep North Carolina Green, by means of radio, newspaper, motion picture, billboard, direct mail and work of mouth advertising, translates abstract forest fire statistics into bread and butter terminology.

Keep North Carolina Green is not and must never become a secret weapon. The movement has power and punch only when it's publicized. It's a program that sells itself on the local level by teaching fire prevention in practical terms to motorists, sportsmen, farmers, school children, laborers, and businessmen.

Keeping North Carolina Green is everybody's business. It is up to each of us to cooperate in the day in and day out job of hammering home safety rules. We have only to look to other states where active Keep Green programs have long been in effect to see the results. In the Pacific Northwest, where the program started, Oregon and Washington through highly active Keep Green programs have reduced forest fire losses to a mere fraction of their former size. I'm sure we North Carolinians can do as well.

In many respects North Carolina, forestry speaking, holds a most favored position. While only a tiny fraction of our original stands of longleaf pine, cypress, white cedar and yellow poplar remain, our soil and climate are most favorable to new growth. Today thanks to a forward-looking forest policy on the part of both industry and the public, North Carolina's wood acreage is actually on the increase. Tree production is being further encouraged by the Tree Farm program started here in 1944. The Tree Farm System, like Keep America Green, is sponsored nationally by American Forest representing the Nation's major wood-using industries.

Nearly half of North Carolina's commercial forest land is held by small farmers, who each year harvest 50 million dollars worth of wood. Tree growing is an integral part of North Carolina agriculture and more and more farmers are learning trees are a crop that can be harvested not once or twice in a lifetime but year after year.

It is estimated that the stumpage value of North Carolina's standing timber, computed at current prices, is nearly 400 million dollars. While our state has only 9 percent of the South's commercial forest land area, it boasts 12 percent of the South's total wood volume.

A major reason for this favorable condition is our state's ability to produce wood faster than it is used. While growth and drain figures for commercial forests are nearing a balance, nationally, the margin, largely because of forest fire losses still tips a little toward the unfavorable side.

In North Carolina, however, latest U. S. Forest Service figures show a favorable balance of growth over drain both in saw timber and in total volume of

wood. We can be proud of this record. It means that the wood-using industries of our state, which provide employment and profit for large portions of our population, can continue to thrive and expand. It also means that farmers and small landowners, who together hold most of North Carolina's commercial forest acreage can expect consistently good markets for their wood harvests.

The surest, most sensible way of maintaining our favorable forest balance is, in my opinion, a strong, vital Keep North Carolina Green program. With active organizations working in every county and on every level forest fire prevention and good woodland management can go hand in hand. Both are important in the job of protecting and perpetuating North Carolina's forest resources.

Keeping fire out of our forests is everybody's business. If we can eliminate fires started by thoughtless, careless citizens, who up to now haven't stopped to count the cost we will have won the battle. It's up to all of us to pitch in now, and by education, example and energetic action Keep North Carolina Green.

the plant bed should be well prepared before the berry plants are set out. The Massey variety is one of the best strawberries to plant. This variety was originated by the North Carolina Agricultural Experiment Station and was introduced for commercial distribution in 1934. The berries are very large and very good in quality.

For complete information the 4-H Club members or any one else should contact the County Agent's Office in the County Court House.

Membership in North Carolina home demonstration clubs last year reached a total of 41,426.

Dairying is proving to be a profitable enterprise on many small farms in western North Carolina.

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**Strawberry Growing  
Good 4-H Project**

4-H Club boys and girls who are looking for a good project for 1949 should think about strawberry growing, according to Carl E. VanDeman, Specialist in Horticulture for Wilkes and Alexander Counties. Now is the time to prepare the land and set out the plants.

By starting with a small planting this spring, a 4-H Club member can increase his planting each year as his experience and ability grows. The site for the strawberry planting should be selected with care. The soil should be fertile and well drained. The land should have been under cultivation for the year before and

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