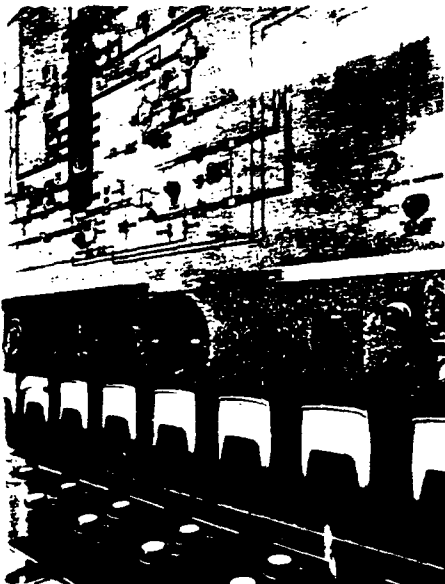




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The Company



Master controls of bleached pulp plant

The problem: define Georgia-Pacific. Not easy.

To start simply, the dry words of a prospectus might be best:

"Georgia-Pacific is a leading, fully-integrated manufacturer and distributor of a wide range of forest, gypsum, chemical and other products. Most of the Company's plywood, gypsum and other building products are sold to dealers, industrial accounts and major contractors through a nationwide chain of 105 Company-owned distribution centers . . ."

The prospectus continues: "Georgia-Pacific owns, grows and harvests timber, which is converted into a full line of forest products in its fully integrated manufacturing facilities."

Further, the prospectus explains, "It has long been the policy of Georgia-Pacific to attempt to maximize profits from its timber and other resources by converting the by-products of successive manufacturing operations into various end products."

All of which is fine, of course: a basic corporate definition. But it stops too soon. It's too quiet. It does not reflect the vitality of management, the spirit of achievement. It leaves out the emotion and humanity of Georgia-Pacific, its products and its people.

For Georgia-Pacific, 1969 was a year to look outward. Outward beyond previous years, outward beyond previous policies. Outward toward a bright and wider future. Georgia-Pacific stands prepared to deal with the new life-styles of the 1970's, proud



Pollution controls eliminate virtually all but pulp mill water vapors



Water storage

of its achievements during the 1960's. But more than that, Georgia-Pacific stands firmly in control of its many and varied marketing operations, its wide and expanding line of products, its increasingly sophisticated distribution system; its vast, international stands of softwood and hardwood timber, its mines and quarries, its mineral rights, its programs of exploration into new interests through research and development and its belief in, and action toward, improving the quality of man's environment and in its encouragement of recreation and public enjoyment on much of its forest land.

Add a further startling fact to the prospectus' definition: Georgia-Pacific is the world's largest producer of plywood.

And here's another: Georgia-Pacific is one of the largest private owners of timber and timberlands in the United States, owning in fee some three and one-half million acres of timberlands, which, taken together, would be almost as big as Connecticut and Rhode Island. Additionally, one million acres are owned in fee in Brazil and Eastern Canada. Georgia-Pacific's timberlands represent prime forest areas from Maine to Florida, from Washington to California, and include stands in Canada and in the Amazon Basin in South America.

The Company also has timber concessions consisting of 232,000 acres of timber in the Republic of the Philippines and 400,000



Automated production

acres in Ecuador. Through Ketchikan Pulp Company, 50% owned by Georgia-Pacific, it has cutting rights in Alaska's Tongass National Forest on 855,000 acres of timber.

During 1969 Georgia-Pacific acquired new tracts of quality timberlands in Arkansas, Louisiana, Mississippi, North Carolina and in Texas as well as substantial new timber concessions and harvesting rights in Idaho, Mississippi and Texas. Looking further outward, the Company is completing plans with the government of Indonesia for harvesting rights on 800,000 acres of prime tropical hardwoods.

Acquiring and maintaining timber and timberlands is only part of the definition, however. The Company pursues an aggressive program to strengthen and build its timber reserves. A policy of scientific restoration provides the Company a perpetual supply of wood for the future in forests which are under constant care.

To accompany its additional forest acquisitions and harvesting rights, and as a major part of its policy of integrated production, Georgia-Pacific built or acquired lumber mills in Arkansas, California, Florida, Idaho, Louisiana, South Carolina, Texas and Washington during 1969. These new mills add to and complement the Company's previous 37 lumber mills.

Still another item in the area of important corporate definition:



Engineering and expansion



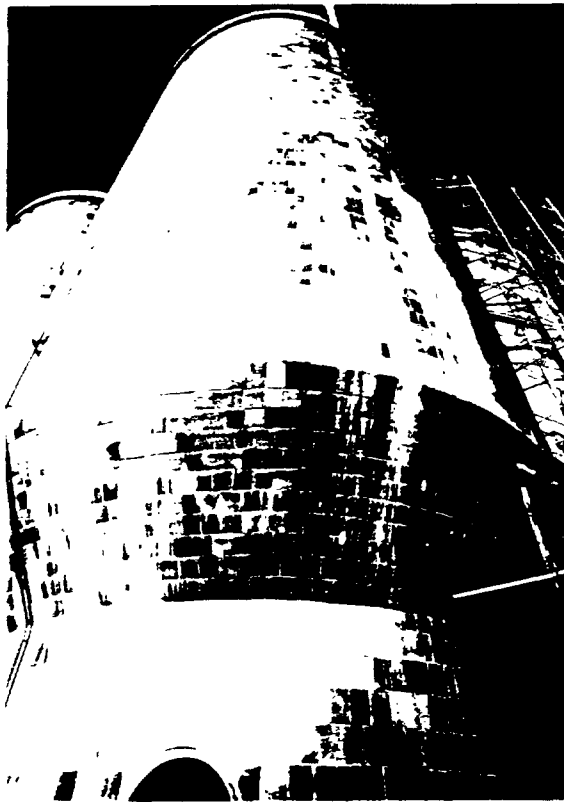
Modern transportation

Georgia-Pacific ranks among the top ten producers of pulp, paper and paperboard in the United States. Here too, the Company's policy of integrated production is reflected. Pulp and paper producing facilities are located near plywood and lumber plants or adjacent to pulp-type timber. This provides readily-available wood chips for 19 of the Company's 20 pulp mills. Another example of the Corporation's outward look is the 1969 acquisition of the Louisiana Forest Products Corporation, a high-quality hardwood kraft pulp mill at Port Hudson, Louisiana.

The definition grows more and more specific. Georgia-Pacific owns 34 paper converting plants, receiving approximately half the Company's pulp production and converting it into a paper rainbow of products extending all the way from the everyday utility of corrugated containers to paper for Bibles, tomato soup labels and annual reports.

Georgia-Pacific's specific corporate definition continues to grow: the Company is the third largest manufacturer of gypsum products in the United States and, in 1969, accounted for some 15 percent of this country's total domestic gypsum production. The addition of one new plant brought the Company's gypsum production facilities up to 10, with a total annual production capacity of over 1,800,000,000 square feet of gypsum board.

Gypsum products are sold, along with many other Georgia-Pacific products, through the 105 Company-owned distribution centers, still another far-reaching and successful part



New pulp facilities

of the Corporation's marketing strategy: an important part of Georgia-Pacific's outward look. And here's an often overlooked but no less important part of Georgia-Pacific's definition: Currently the Company operates 24 chemical and wood by-products plants in all parts of the country. Georgia-Pacific's chemical operations were started in the early 1960's to supply the requirements of its own paper and plywood manufacturing operations, and it presently uses approximately two-thirds of its chemical output for such purposes. Georgia-Pacific manufactures a wide variety of industrial and household chemicals and wood by-products, many of them created from the use of "waste" materials from wood and paper manufacturing.

Obviously, a short, concise definition of Georgia-Pacific is difficult, if not impossible. Once the prospectus digest is found inadequate, the Company's well-managed forest lands, its growing softwood and hardwood timber concessions, its diverse plywood and paper production, its pulp production, its lumber mills, its manufacture of gypsum and other building products, its chemical and wood by-products, its leased mineral rights, including some 230 million recoverable tons of coal, natural gas and oil and its provision of thousands of acres of recreation lands for the growing United States population all add up to a definition even the most seasoned financial writer would be hard pressed to shrink down to a paragraph in a prospectus.

Perhaps a two-word phrase can do it better. "Looking Outward."



Ship unloading

The Product

The prospectus, cogent and terse, defines the Georgia-Pacific product. This is a leading, fully-integrated manufacturer and distributor of a wide range of forest and related products. It adds, after a nod to the Company's distribution network, "Lumber and paper products are sold through separate divisional sales organizations in the United States and through independent agents overseas."

Good enough for a start, but the prospectus has not noted that Georgia-Pacific products are basic to many parts of the American society: plywood, both softwood and hardwood; pulp and paper, in grades reaching from newsprint through coated and uncoated stock to scented household tissue; other paper products; lumber; more than a score of basic and household chemicals, including swimming pool purifiers; gypsum products; coal, oil and natural gas leased on a royalty basis from Company lands. Literally thousands of products are created by the Company. It lists 85,000 active accounts of which no one customer accounts for more than 2% of consolidated sales.

These products are constantly added to and refined as world and national markets change. New products are introduced and others are withdrawn in an intelligent program started by Georgia-Pacific's research and development teams, continued by management people and concluded by the Company's marketing and distribution divisions.

The end result is the anticipation and fulfillment of today's market demands and tomorrow's changing requirements.

This sort of farsighted approach to quality marketing and product development pays off in increasing consumer confidence.



Preparing log for manufacture



Milk cartons



Rolls of foodboard

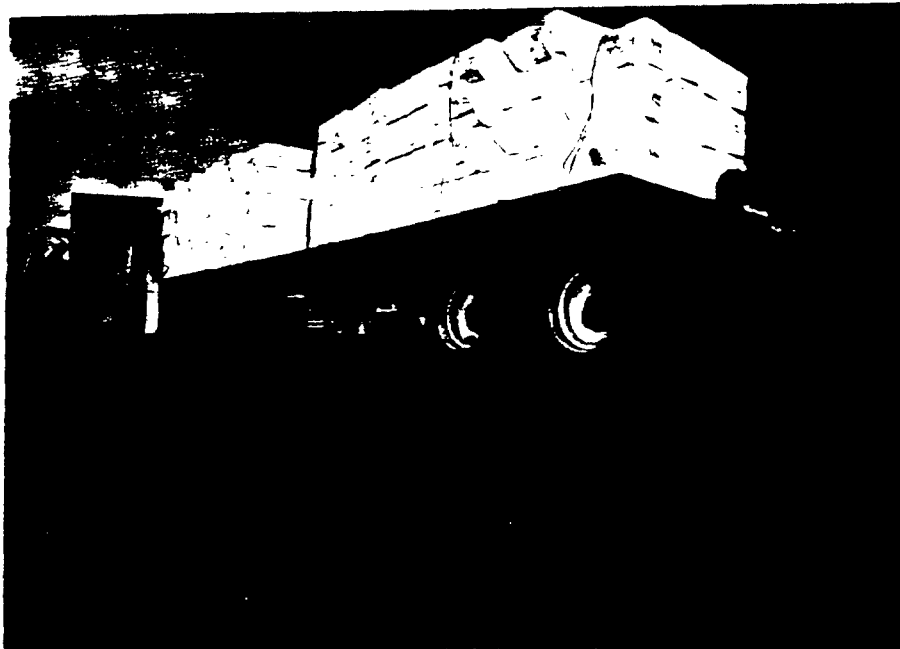


Kraft paper

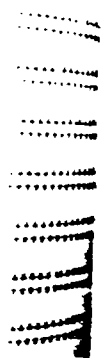
And this, in turn, is reinforced and complemented by the Company's comprehensive service-oriented distribution system for building product markets. The Company offers immediate service to thousands of retail outlets, industrial accounts and contractors who can order to fill their immediate needs without having to carry large inventories. The proximity of plants to distribution centers assures the ultimate convenience in delivery service and underlines the importance of the Company's integrated approach to its markets. All this service is particularly welcome and even necessary in this age of high interest rates and fluctuating levels of construction.

During 1969, new distribution centers were opened in Alabama, Iowa, North Carolina and Tennessee. New centers in New Hampshire, Louisiana, California and Indiana replaced former centers which no longer met increased service demands.

Keeping up with today's increasing marketing and service needs is a full-time responsibility to which Georgia-Pacific is well able to respond. The Company's outward-looking marketing and distribution attitude, because it blends tomorrow into today, is



Bleached kraft pulp



Tissue products



Gypsum board

most attractive to consumers. In brief, then, here are a few recent product developments attuned to today's markets:

- New gypsum radiant heating panels, gypsum fire retardant panels, new decorator textured and sound-deadening panels.
- A new "disposables" market offers a wide and exciting future. Georgia-Pacific's first disposable paper product will be announced in production in 1970.
- Satincote printing paper, an uncoated stock which prints with coated stock quality at uncoated stock prices.
- New Leatherneck coated cartonboard and many kinds of colorful consumer packaging.
- Eight new colors in the Graphicweave and Carrara line paper lines for high-grade printing.
- Dimension V, factory-finished hardwood plywood paneling in walnut, birch, oak and three finishes on Brazilian hardwood.
- And, to conclude this abbreviated list of achievements, the Company is marketing a complete line of doors, windows and sash which are especially applicable today as replacement units for urban rehabilitation markets.