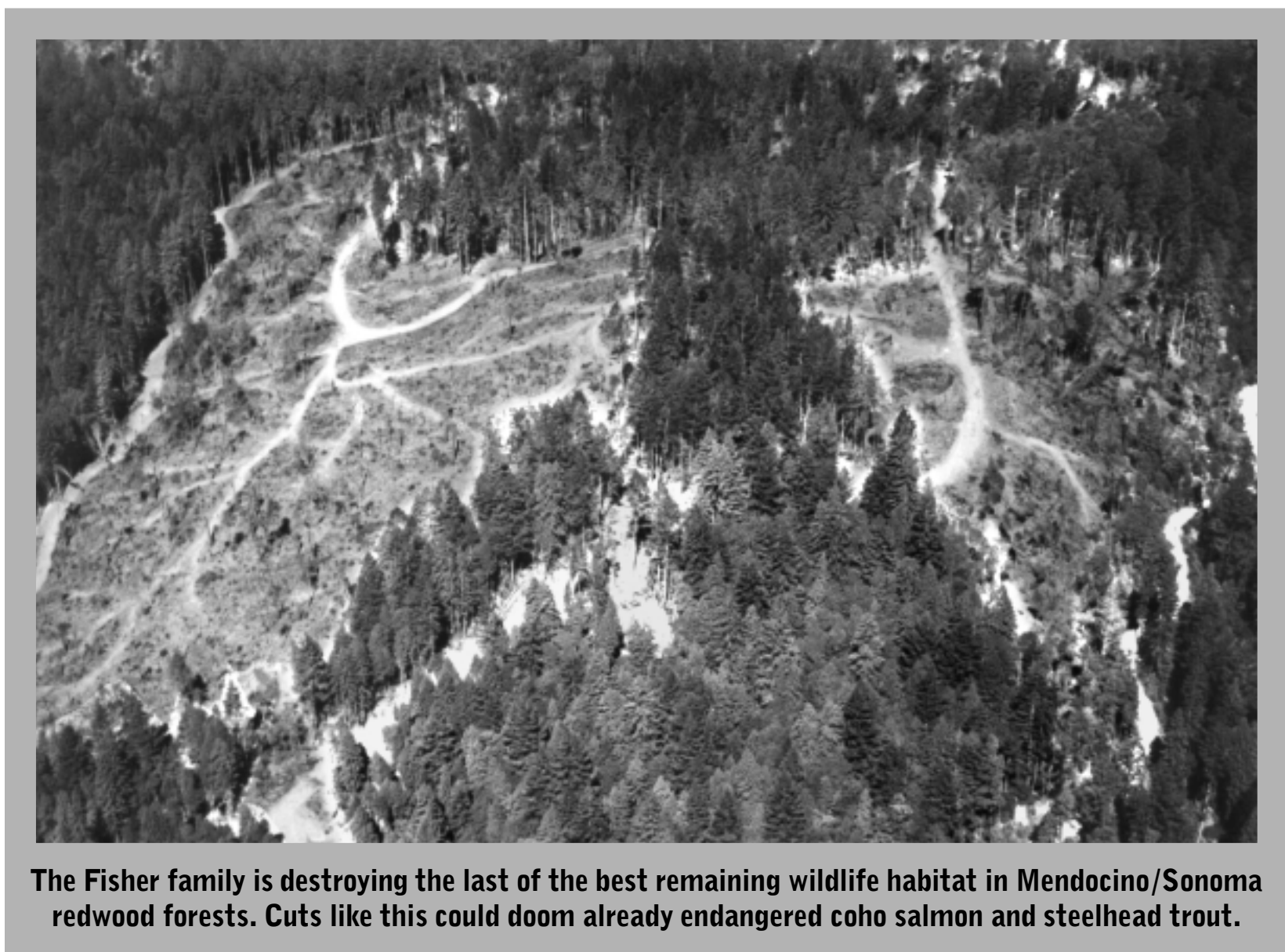




You'd think a California family this rich would buy redwood forests to protect them, not destroy them.



The Fisher family is destroying the last of the best remaining wildlife habitat in Mendocino/Sonoma redwood forests. Cuts like this could doom already endangered coho salmon and steelhead trout.

What would you do with \$12.5 billion?

Two years ago, San Francisco's Fisher family, founders and major shareholders of clothing colossus Gap Inc., bought 350 square miles of heavily logged forest in Mendocino and Sonoma for \$1,000 an acre.

The \$240 million price tag is less than two percent of their net worth, according to Forbes's list of the wealthiest Americans.

So you'd expect them to take a handsome tax deduction and conserve the habitat in this severely depleted forest for endangered species like coho salmon, steelhead trout, marbled murrelets and northern spotted owls.

Instead, the Fishers' Mendocino Redwood Company has been leveling forest like there's no tomorrow. It's called "liquidation logging."

Clearcut gaps in redwood forests.

The Fishers' company aims to squeeze over 40 million board feet of timber a year out of forests already overlogged by the previous owner, Louisiana-Pacific.

That's at least twice as much cutting as independent forestry experts consider "sustainable" on these lands.

A former head of California's Department of Forestry observed that Louisiana-Pacific "cut themselves out of business" before the sale, but that the Fishers had a fine investment — if they only showed "patience."

Patience? Not only haven't they canceled any of the 104 deforestation plans Louisiana-Pacific filed with

the state before the sale, the Fishers have filed over 80 new logging plans of their own since 1998. In the Fisher plans, one-third more forest will hear the roar of chainsaws. And over half the plans use clearcutting and toxic herbicides, just like Louisiana-Pacific did.

Old Navy or Old Growth?

Worse, the Fishers are specifically attacking the most important natural habitat in a handful of watersheds — the last three percent of their holdings with larger redwoods and Douglas firs capable of supporting the richest, most mature ecosystem.

The fact is, L-P didn't leave much harvestable timber behind. (Another buyer got the richest tract, according an L-P forester quoted in the *Wall Street Journal*.) But instead of cutting their losses, the Fishers are cutting everything worth preserving or restoring.

They're logging without a Sustained Yield Plan, vital for these damaged watersheds. They "overlook" nesting owls and pools of native salmon.

They've speeded up "winter operations" that can multiply mudslides and choke streams.

They even threaten a small town's water supply by clearcutting the steepest slopes.

Their own banana republic?

Like other big timber operators, the Fishers' plans are being rubber-stamped by Gov. Gray Davis's California Dept. of Forestry (see coupon below). The Fisher family and its associates have handed out over \$300,000 in political contributions in the last five years, and \$12.5 billion hires a lot

of lawyer muscle. Even when local citizen groups win in court, the Fishers refile the same illegal logging plans, forcing costly, exhausting, apparently endless legal battles.

At the same time, of course, the Fishers' logging company paints itself "green" in PR handouts. They claim to improve forest by cutting 90 percent of it down. They also solemnly promise not to fell any ancient giants, except if they're "not important" to wildlife.

The question is will the Fishers help a struggling forest recover? Or brutally scavenge it?

As owners, the Fishers have a choice. As a shopper, so do you.

Stewardship isn't about words. It's about deeds. Yet the Fishers' unsustainable forestry practices were denied certification by two separate evaluation teams from the independent Forest Stewardship Council.

Will the Fishers embrace the historic opportunity that is now theirs? Or deserve a reputation for short-sighted abuse of California's natural heritage? Help this family make the better choice by mailing the coupons below. Thank you.

SAVE THE REDWOODS/ BOYCOTT THE GAP

DON, DORIS, JOHN AND ROBERT FISHER
Sansome Partners
1 Maritime Plaza, 14th Floor
San Francisco, CA 94111



Northern spotted owlets

You can be remembered as exploiters of California's redwood forests or as farsighted stewards of the land. Which will it be? Stop squeezing the last dime out of these badly abused forests. Put them into conservation easements for the sake of all the generations to come.

NAME _____
ADDRESS _____

GOVERNOR GRAY DAVIS
State Capitol Building
Sacramento, CA 95814

Enough. The abject failure of your Dept. of Forestry to enforce the laws of California on sustained yield and the cumulative effects of logging threatens the future of our state. Stop the Fishers, Hawthorne Timber, Pacific Lumber and Sierra Pacific Industries and all others from liquidating the forests.

NAME _____
ADDRESS _____

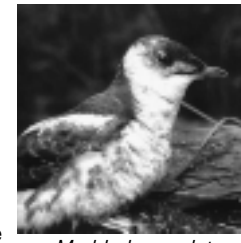


Coho salmon

SAVE THE REDWOODS/BOYCOTT THE GAP
252 Frederick Street
San Francisco, CA 94117
www.elksoft.com/gwa/

I know you would not have placed this ad in the *New York Times* unless you had no other way to reach concerned citizens in time. I have mailed the urgent messages to the Fishers and Gov. Davis. Keep me posted. I enclose my tax-deductible contribution of: \$25 \$75 \$100 \$250 or ____.*

NAME _____
ADDRESS _____
*(Make checks payable to Greenwood Watershed Assn.)



Marbled murrelet