

THE FAMILY TREE

Potlatch Mercantile Company

In MAY 1914 the American Lumberman, printed in Chicago, published a special Commissary Supplement, featuring the Potlatch Mercantile Company. The special supplement, fifty pages in length, appeared with nary a mention of another store . . . quite a tribute to the importance of the Potlatch Mercantile Company. There were, however, a number of articles on merchandising and sufficient advertising to provoke the thought that then, as now, publishers were not entirely unmindful of the importance of the American dollar.



Wm. (Bill) Thompson, Potlatch Mercantile Company manager . . . an old hand at merchandising, well versed in the art of catering to customer wants . . . was seven years an assistant manager and manager of C. Penny Co. stores in Idaho and Montana, earlier had worked for R. C. Beach Company in Lewiston, the Golden Rule Stores, and the Ben Franklin store in Moscow . . . was with the Merchant Service Bureau, Denver, Colorado, for three years. Thompson plans an enlarged business, has effected some changes, proposes others.

Recent establishment of the Tishomingo and Hagerman National Wildlife Refuges in Texas and Oklahoma, brought the acreage under the administration of the U. S. Fish and Wildlife Service to a total of 842,557 acres.

SAFETY

The curfew tolls the knell of parting day;
One of cars winds slowly o'er the lea;
Pedestrian plods his absent-minded way
And leaves the world quite unexpectedly.

Volume X

Number 9

Lewiston, Idaho, June, 1946

Editor's Note—Letter from Mr. Rettig to Operators within the Clearwater Timber Protective Ass'n.

"Do not let the effects of a wet June lessen your fire vigilance during July, August and September. Remember it takes only a few hot days to change from 'No Fire Hazard' to 'Serious Fire Hazard.'

Let us all cooperate and keep fire losses to an absolute minimum by observing these simple precautions:

1. SMOKING is not permitted in the woods during fire season.
2. Post 'NO SMOKING' signs in conspicuous places.
3. See that 'NO SMOKING' rule is observed except at established camp sites.
4. Have tool caches placed at central points, easily accessible.
5. Equip trucks, jammers, tractors, locomotives, automobiles with axes and shovels for fire use only.
6. Be certain adequate spark arresters are on all equipment.
7. Sawmill operators make certain refuse burners are safe and equipped with screens.
8. Loggers be sure to not put any telephone lines out of commission or block roads with felled timber.
9. Each camp, depending on size, should have one or more patrolmen.
10. Fire calls have precedence over other calls. Request the line to be cleared for a 'Fire Call.' Central will know, if you don't, how to reach the nearest fire warden.
11. Cooperate with your fire warden.

Let's keep our excellent record of practically no loss of timber by fires started from logging operations.

E. C. RETTIG."

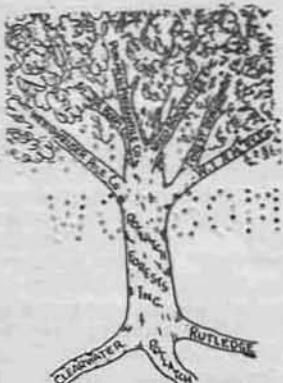
(Continued on page 3)



Potlatch Mercantile Company building 1946. The building, except for the lettered identifying signs on front and sides looks exactly as it did in the 1914 Commissary Supplement of the American Lumberman. Its history has been colorful . . . with few dull moments and some sales getting schemes that must have been the despair of rival stores.

Painters are presently giving the building a fresh coat of paint.

THE FAMILY TREE



Published by Potlatch Forests, Inc., Once Monthly for Free Distribution to Employees

Editor Leo Bodine

Correspondents

Mabel Kelley Potlatch

Charles Epling Clearwater Plant

Carl Pease Headquarters

Lumber Prices Remain At OPA Levels

This statement was released by Weyerhaeuser Sales Company President F. K. Weyerhaeuser immediately after OPA ceased—"The following instructions have been wired to all salesmen . . . You will continue for the present to sell on the basis of our June thirtieth price lists, which were at or under OPA ceilings. You will also continue to distribute our products to regular customers, paying no attention to price offers over published lists' . . . the Weyerhaeuser Sales Company does not expect to make any advance in its price averages unless circumstances beyond the company's control, including increased costs, compel such action."

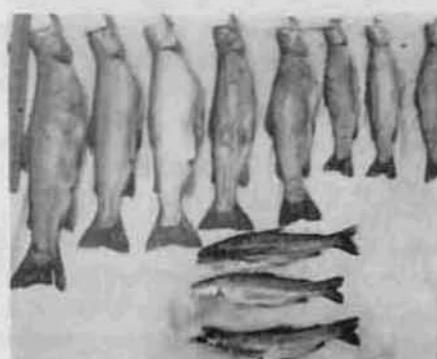
Said PFI boss C. L. Billings in a news release supplementing the Sales Company announcement . . . "We think all manufacturers will make similar statements of policy. If they do, it will be a heavy blow to the dire predictions of many government officials as to the catastrophic happenings sure to follow the death of OPA."

Here's one that has become a legend among newsmen—The New York Post and New York Sun were having a newspaper scrap. The Post called the Sun a "Yellow Dog."

To which the Sun made reply that their attitude would always be the same as any dog to any post.

Fishing Contest

Below is a picture of the first entry in the fishing contest. The shot shows eleven fish, total weight six lbs., nine ounces, caught by Arnold (Curly) Olson on the North Fork of the Clearwater.



Which brings us to the matter of a little explanation of rules. It was intended to have only one prize for the best catch of fish, bass or trout. Now . . . we're in a mess! The trout fishermen say the bass fishermen are among the lowest form of animal life and absolutely refuse a contest that includes both types of fishing. The bass fishermen seem to feel likewise about the trout fishermen . . . and both seem to feel that way about the editor.

So . . . there will be two prizes, providing there is sufficient participation in the contest.

The word catch—which should have been defined earlier—will, for this contest, mean ten fish.

Therefore, to the man who furnishes photo of best trout catch, and swears (word of honor) that he caught same—a good fishing rod (or equivalent if a rod cannot be found)—and the same to man who turns in photo of best catch of bass.

Contest dates—July 1—September 10.

Object Lesson

A professor had a packing case brought into the classroom and asked his students to describe what they saw.

One noticed the lettering, another the iron bands, another the nail-studded ends, still another mentioned the size of the box and its shape, while the nature of the wood impressed other students.

Each student was influenced by the angle from which he saw the box, as well as by his own inclinations. It was a lesson in tolerance.

No two people in the world are exactly alike, nor see things in exactly the same relationship. It is inevitable that there shall be differences of opinion, but, patience with other people, and other peoples, when they see things from a different angle than we do will make this a much better world in which to live.

Attend Safety Meetings

In attendance from PFI at the June 19, 20 and 21 meeting of the Western Forest Products Conference in Portland, Oregon, was Charles Epling (Clearwater), Dr. K. A. White (Woods), J. A. Stone (Potlatch), and Roger Carlson (Rutledge).

Eleven western states were represented at the conference and also in attendance were men from several British Columbia firms. Discussions of different safety problems, of first aid, accident prevention, etc., were had via the panel-group method.

Epling Elected Vice-Chairman

Cut Epling served as group leader for a panel concerning the organization of Safety Committees, and did so well at it as to bring a letter of commendation to PFI in behalf of his work. Later he was elected vice-chairman of the conference for the ensuing year.

Guest speaker at the conference was Stuart Holbrook, lumberjack author of *Holy Old Mackinaw*, *Burning an Empire*, and other lumber yarns.

Idaho Safety Council Meets

Another meeting on the subject of safety was attended by the same PFI men, plus T. G. Youmans (Potlatch), at Kellogg on June 23rd and 24th. This was the summer meeting of the Idaho chapter of the National Safety Council. Of particular interest were demonstrations of safety equipment—glasses for eye protection, an eye screener to guard against wrong placement of employees with defective vision, masks, hard hats, various bits of respiratory equipment, and others. One of the features of the meeting was an account by S. M. Strohecker, personnel manager for Dupont in Seattle, of how Dupont has achieved the outstanding safety record that belongs to that company.

Billings Is Toastmaster

Host to the Idaho State Editorial Association at luncheon and toastmaster at their banquet in the evening was the role of PFI boss C. L. Billings when the group convened in Lewiston on June 28th and 29th.

The evening banquet, sponsored by the Lewiston Tribune, was held at the Lewiston Country Club and was a strictly stag affair. Guest speaker was Murlin Spencer, former chief of bureau for the Associated Press in Tokyo.

Potlatch Mercantile

(Continued from page 1)

missaries in the United States are operated. They are not only large in the sense that they carry immense stocks and do an immense annual business, but the buildings they occupy are large and often are of the most permanent and substantial character. In fact in those sections which ultimately, after the cutting of the timber, will be developed agriculturally, a trade of considerable importance is built up with the settlers who almost invariably rush in to develop the cutover lands.

40 YEARS A COMMISSARY

Commissary or department store, whichever name be to your choosing, the Mercantile is still a modern store with excellent facilities in its fortieth year, thirty-two years after the American Lumberman termed it to be of "most permanent and substantial character."

The store has ten departments, a beauty shop, office and merchandise receiving room and employs twenty-seven persons. During all of its forty years of existence the Mercantile has been an important factor in the community life of Potlatch. Quality materials, reasonable prices and courteous service have been, and are, distinguishing characteristics of the store. Aggressive merchandising has drawn trade from beyond the country immediately about town.

"MERCHANTISER McDONALD"

To those who think the attention-getting schemes and artifices employed to gain customer good will all developed out of the fast-selling pace of modern merchandising should be quoted these paragraphs from the 1914 Commissary Supplement . . .

"Among the numerous devices that Mr. McDonald has used to enlarge the trade of the Potlatch Mercantile Company are special sales that have proved perhaps the biggest trade builders. Each year five or six big sales are held and the bargains offered, as well as the conveniences afforded to out-of-town customers during these sales, have made them big features in establishing Potlatch as the trade center for a territory thirty miles around that city. These sales are held in February, April, June, October, and December; each runs two days, and a single sale has drawn at times a crowd of 4,000 people. Two hundred and sixty-five teams have been on a single 'sales day' tied in the sheds, and in every other available place around the Commissary. On these sales days free lunches are served to customers, and free feed of hay and oats is provided for the horses. Also the Commissary provides a man to aid the farmers in taking care of their horses."

"During the day a free dance serves to entertain the crowd, as well as to keep them in the best of humor for the sales day excitement, and to relieve the congestion that would otherwise prevail in the store. The free advertising that this one feature affords, especially as it interests the young people, is well worth having."

"FOR FREE"

It would appear, even at the first casual glance, that merchandising wasn't exactly in its infancy in 1914 . . . and, you haven't read anything yet. This pet scheme of (Continued on page 4)



Believe It or Not

The news photographer from Spokane wanted a picture, in color, of a trainload of logs. There was a fast drive back from Camp 54, but the train had already left Headquarters and was chugging its way past the CTPA.

More fast driving got the photographer to the cut where road and railroad intersect, not far from the Camp 57 spur. A bulldozer, traveling at moderate speed, approached the crossing just as the train came round the bend. Said the photographer—"It'd be a hell of a note if that bulldozer stalled on the tracks wouldn't it?"

And that was exactly what happened. The train stopped and remained stopped for some twenty minutes of mad cranking and some cursing until Camp 57 Foreman George Rauch happened along and got the machine (a new one) started.

Prize comment came from the train's engineer who asked, "How the devil did you get this thing this far," of the cat driver. Meantime the photographer got his picture and at safe distance had a good laugh. Both the ancestry of the tractor and the photographer who was in plain view of the cat driver were referred to in strong language.



Ye Old Swimmin' Hole

Bordered by bushes, grass and small timber, but open enough to permit the sun's rays to warm its waters, is this inviting pool at Headquarters.

Inner tubes from old tires, much patched and on the leaky side, afford buoyancy for the less expert swimmers . . . old dog Rover, present several times over, could perhaps be depended upon as a life guard, if need be . . . a float . . . diving board . . . and many youngsters, make up the scene.

Here is a thing very close indeed to 24-carat pleasure.

Pushie-Pushie

By WALT JARDINE, Rutledge grader

The "Push" stood in the planer door,
He gave a gusty sigh.
"I've the best crew in the world," said he
"I sure am ridin' high."

Just then he heard an uproar,
Down on number six.
They were running out some "export"
And the knives were full of nicks.

A grader was waving on No. 4,
And the words he was saying—OH MY!
A belt just broke on No. 5,
And hit a man in the eye.

The oil wouldn't feed on No. 8,
The top cylinder was running hot,
The transfer man was in a jam
With his cable completely shot.

The "Push" stood in the planer door,
With his face as black as ink.
"This crew," said he, despondently,
"Would drive a man to drink."

Left—The first store and boarding house. This site later became the ball park. Much of Potlatch history began here with construction crews and early settlers alike among the patrons. The present Mercantile building was constructed not long after this picture was taken.



Above—"Sales day," 1914 or thereabouts. Each year five or six big two-day sales were held—attracted as many as 4,000 people—free food, free music, free dance, free care for patrons' horses, etc., were added attractions.

Handlebar mustachios bristled from 'neath male noses and father was somehow less a man without one. Mother wore sweeping skirts that quite literally swept, and the kids were just as hard to keep clean as nowadays. Small American flags provided easy and patriotic decoration.

Center foreground, standing, with arms crossed in embrace of himself, mustachio groomed to perfection, is first Mercantile manager A. A. McDonald.

Potlatch Mercantile

(Continued from page 3)

Merchandiser McDonald attracted wide attention . . . (again quoting the 1914 article) . . .

"Diversified farming, especially dairying, is the issue of the day in the section of the country where the Potlatch Mercantile Company operates, and in keeping abreast of the times and to help its farmer friends that company has purchased one of the finest Holstein bulls in Idaho and it offers his services free to all farmers who will bring their cows to Potlatch. Among the many advertising features the company uses this one is particularly worthwhile, as it has resulted in write-ups and illustrations in all the leading papers in the Inland Empire. Every spotted calf in the country is an advertisement for the Potlatch Mercantile Company."

It is a matter of record that the bull worked so well, the Mercantile purchased a stallion and a registered boar so that a more complete service could be offered its farmer patrons.

"OPPORTUNIST"

Store Manager McDonald was every inch an opportunist and on at least one other occasion proved himself capable of turning a situation to advantage . . . Early one

(Continued on page 5)

The beauty parlor is an important adjunct to the store. Here milady can find treatment, amid a maze of shiny, important looking gadgets, to bolster her ego . . . to bring conviction that she will appear at her very best. Shop Manager Mavis Browning, standing.

M E N ' S W E A R



Above—Milo King, assistant manager of store, helps Potlatch unit manager J. J. O'Connell into a new stag shirt. The decorative motif of the men's department will be followed throughout the store—that is, plain walls, same type lettering.



Potlatch Mercantile

(Continued from page 4)

evening Mr. McDonald, taking a few moments rest in the basement of the store, fell asleep and failed to waken. Much later the night watchman perceived a light where no light should be, excitedly pointed it out to a late passerby who happened to be a store employee, then hastened away to summon a few riflemen. The store employee, scenting what was wrong, ran around to the rear door of the store, unlocked it and roused McDonald. Having neither wish for bullets nor to be the subject matter of next day conversations (the good store manager was known to occasionally seek the sanctuary of the store basement for a wee nip) McDonald dashed around the building and arrived at the front entrance just in time to fearlessly—aye, heroically—lead the assembled constabulary into the building in search of an intruder whom he well knew was no longer there.

McDonald, now a resident of Portland (employed at the Swan Island ship yards during the war) was succeeded by P. Walsh who is today general merchandise manager for Best's in Seattle. Following Walsh came A. G. Ferguson who left Potlatch in May of 1945 to manage the Bratton's store in Lewiston, of which he is part owner.

"FERGUSON"

Ferguson was store manager during the depression years, but even when times were toughest managed a very creditable volume of business. He was responsible for extension of large amounts of credit to company employees during the lean years, allowing so much per month, per employee, on a graduated scale based on the number of children in the family. There was less than one-half of one percent loss on this extension of credit...as fine a compliment to the character of Potlatch people as could well be asked.

"BEST YEARS AHEAD"

Bill Thompson, present store manager, has inaugurated several changes, plans more. Introduced last year was self-service in the grocery department, which will be enlarged soon to permit better functioning of the plan. A gift section and novelty shop has been stocked with additional merchandise to provide greater selection and to serve a wider variety of tastes—the business of this department has tripled. The hardware store has an International Harvester agency and once it is again possible to stock and sell farm implements this agency will be developed and exploited.

During the war years the store was able to keep a surprisingly good stock of materials, largely the result of Thompson going out after merchandise and buying it wherever it could be found. A good reputation and good credit also helped. The store has dealerships for many lines of home appliances, a good furniture department, excellent sales help.

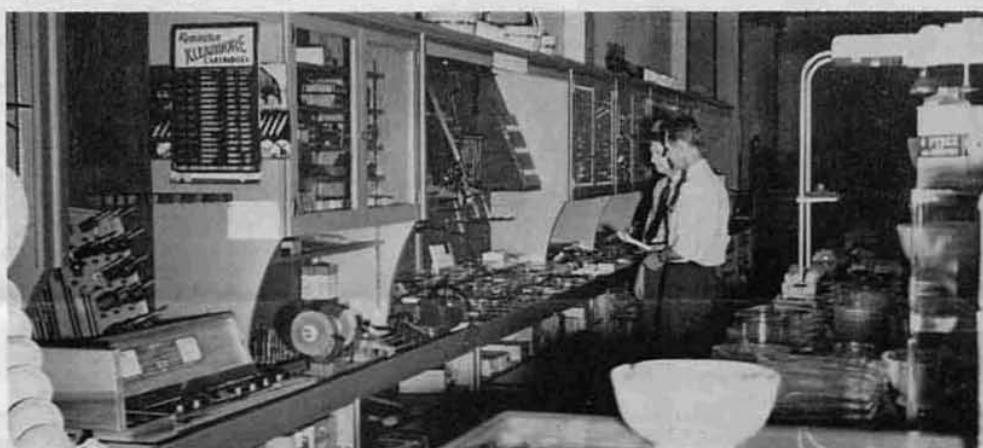
Colorful as have been the past years, and resourceful as were the different men who managed the Mercantile in turn, the store's best years are yet ahead of it. At least that is the belief of Manager Thompson and there can be found substance for the belief in P.F.I.'s plans to manufacture many new products from wood at Potlatch, insuring payrolls and further development of the area.

Right—The 1914 Commissary Supplement would term these "creature comforts," and so they are . . . furniture department, top floor. They will come to have important meaning for many young Potlatchers.

Below—Grocery department. Self-service plan was inaugurated in 1945 . . . department will be enlarged to afford more room.



Below—Earl Compton, manager of hardware department, takes care of a customer. This department also has an agency with the International Harvester Company which will be exploited when implements again become available.



Below—Clerk Eunice Jones makes sales to three of Potlatch's younger set—they came in to buy bubble gum.



Woods News

Headquarters

The middle of June found most of Headquarters at Fish Lake. The few who stayed home that week-end viewed the cloudy sky and the falling rain with apprehension for those at the lake but it was wasted sympathy because the storms did not hit that part of the country. Fishing was good and everyone returned with their limit.

Highlight of the trip was Boots Edelblute's catching of the pack horse, according to reports. When approached the horse wheeled around and Boots dove into some windfalls in a very spectacular manner 'tis said. Buford Barnes also had need for some quick footwork to avoid the horse's hoofs. Everyone wonders if the oats were bottled in bond.

The five-day week has made Headquarters as dead as Sleepy Hollow over a week-end, but that will change with return to the six-day week in July.

It isn't safe any more to park your car with the keys in it. At least Clarence Baker found it so. Towards the end of the month Clarence went fishing on Washington Creek and when he returned to the spot where the car had been left—no car. It was a long walk home through the rain. Later in the evening the car was found at Dog Patch, just over the hill from Headquarters.

There was a record attendance of 180 paid admissions at a recent Headquarters dance. General office stenos Betty Lambert and Emma Galano, guests of the Bill Griebs, were among those present. Only disappointing feature came when one of the boys from Pierce invited some one to go outside—object, an argument and a fight—but, this fellow agreed with everything said—no argument, no fight.

Camp T—Elkberry Creek

A crew has been busy here tearing down the old campsite, repairing the road, and working on the flume. Lois Oron is the foreman and Art Topping is cook. It very nearly keeps the bullock busy just chasing bears away from the garbage cans. Rumor has it that one bear opened the door of the cookhouse and walked in . . . another raided the meat house but helped himself only to a gallon of prunes.

June rains are making the huckleberries grow and we're looking forward to a bumper crop.

Man power situation is bad and probably T will close unless there is a change for the better.

Camp 14—Beaver Creek

George Lunne, an old timer who watched the 14 cookhouse go up in flames in 1940, is back on the job cooking again.

Things are looking ship shape now. The camp, closed for three years, needed a lot of fixing up.

A general loader was brought in from Headquarters recently and we are skidding and decking along with other work.

Camp 54—Washington Creek

Tennyson we must now put in reverse—thusly: The roads are wet! The boys are blue, For Pierce is out! Cars can't get thru!

THE FAMILY TREE

We asked the sage of 54, John Angus McDonald, for a weather prediction . . . "Well, if this weather continues, we shall have some more of it."

Del Morgan, ace photographer of the Spokane American Engraving Company, at work on a special assignment for the Spokesman-Review, was a recent camp visitor, accompanied by Leo Bodine.

When Nora Mechling, our stellar flunkey, goes for religion, she goes for it in a big way. She now has a church all to herself—which is by way of saying she up and married George V. Church 6-22-46.

The boys are griping about the sugar situation. It's just one of those things! 5/100ths of a pound, per man, per meal, is all Uncle Sam allows us. Some of this goes into pastry and the balance goes onto the tables . . . tain't 'nough, but it's better than nuthin'.

Logging Superintendent Howard Bradbury brought two visitors into camp on the 26th . . . Assistant General Manager E. C. Rettig and new PFI President G. F. Jewett.

Nancy (our pet deer) has returned. This camp must have something. Yes?

We have a man here who is willing to swap two sugar stamps for a 1941 Buick sedan—ladies will please address letters to L'Homme, Camp 54.

Bovill

Our mayor, Mr. Yangel, took himself a pretty rugged camping trip over the 4th of July. Equipment included an air mattress, cooler for beer, etc.

We have a new bookkeeper, Lloyd Bozeman, at the warehouse.

Camp 43 crews have moved from Deep Creek to Camp 40 on Stony Creek. A brush crew will work out of 43 however.

Camp 44 began logging June 28th with Axel Anderson in charge and Jack Anderson (no relation) as camp clerk. The camp was in good condition and ready for occupancy thanks to the good work of camp watchmen who stayed there through the winter.

Camp 36 crews are cleaning up the J. W. Merz contract on Gold Creek but will likely begin hauling from upper 36 about the middle of July.

Camp 42 in Bovill will keep a crew of about 30 men to work at road construction under direction of Les Mallory during summer months.

Visitor From Holland

Dr. N. Burgers, Leerdam, Holland, was a recent PFI visitor, guest of D. S. Troy, Clearwater Unit manager, with whom he had exchanged correspondence for some few years.

Dr. Burgers was interested primarily in American methods of handling and manufacturing lumber into boxes, crates and other items. He was much impressed by the Pres-to-logs machine, the lumber glueing machine and the speed with which boards are carried through the various stages of manufacture at Clearwater.

The Hollander spoke perfect English and gave an interesting account of German occupation of Holland, during which time he was able to operate his plant at about 10% capacity.



Photo of photographer getting a photo.

PFI Photographed

The next Progress Edition of the Spokesman-Review will carry several pictures of PFI operations. The lumber section of the paper will be largely written around the PFI plan of forest management.

Here to photograph the operation of equipment from the Clearwater woods was ace news photographer Dale Morgan from the Spokane American Engraving Co., on special assignment to get pictures for the Progress Edition.

Plant News

Rutledge

Charles A. Gibbons of Arlington, Virginia, an economist in the Food and Agriculture division of the United Nations organization, visited Rutledge on June 18th. His concern with the lumber industry is primarily in soil conservation and watersheds, but he found much of interest in a careful inspection of how lumber is made—from log slip through utilization of waste material in the Pres-to-logs plant.

To facilitate handling of veterans' housing in Coeur d'Alene Mr. A. K. Kirschner has joined the retail yard staff to draft house plans on a part time basis. Prior to coming to Idaho, Mr. Kirschner was an instructor in airplane mechanics at Chamite Field, Illinois, a draftsman at Shepard Field, Texas, and finally was assigned to Lowry Field and Camp Carson in Colorado as an instructor in B-29 flight engineering. Kirschner has been offered a position as senior engineering draftsman with the Trentwood Aluminum Rolling Mill.

Leonard Larson has made the big leap. On July 3rd at 6:30 P. M. he and Miss Jean Keath of Coeur d'Alene were married at the home of Mrs. Helma Larson. Only members of the family and close friends were present.

June 24th Mr. Graue met with Mr. Isted, Mr. Brundage, and Mr. Nienewhouse of (Continued on page 7)

The band saws attracted most attention.



Plant News

(Continued from page 6)

Civilian Production Authority at Hayden Lake to discuss Inland Empire pine reduction. The government men later went to Lewiston to view the Clearwater operation.

Rutledge employees entitled to vacation with pay will take their first week of vacation June 29th to July 8th.

Potlatch

Potlatch now has a logging camp within city limits, or at any rate part of one. A few camp cars have been spotted on a siding near the WI&M depot to house and feed a crew of twenty-five men who are cutting up the remaining logs on the J. W. Lerz operation on Gold Creek. In charge Oscar Hagbom. From here the crew will go to upper Camp 36 on the South Fork of the Palouse River for summering.

We are to make shipment of eight cords each of Ponderosa Pine, Black Pine, White Pine and White Fir to Longview, Washington. The Ponderosa Pine and Black Pine were secured in the Palouse area . . . White Pine and White Fir came from Camp 42 at Bovill. Logs ranged in diameter from six inches to twelve inches and were cut from representative stands of young growth timber. They will be consigned to the experimental laboratory of the Weyerhaeuser Timber Company for experimental purposes.

A need for suitable recreational facilities for the people in Potlatch, especially children, has been keenly felt by the community for some time. The local Moose organization is accordingly going to undertake sponsorship of a playground. P.F.I. has offered them the old brick yard, about three and a half acres in area, for the playground.

The company has also agreed to furnish light poles and lighting for evening sports. Interest in the project has been expressed by nearby rural districts. Volunteer offers of equipment and labor have been made. Contemplated equipment includes swings,

teeter-totters, slides, etc. for the small folks . . . baseball, football, softball and horseshoes for the big folks. If the water supply will permit, a swimming pool will be constructed later. The grounds will be landscaped. Chairman of the committee in charge is Alfred J. Nygaard. Other members are Ted DeLong, R. F. Timmell, John Jacobson, Floyd Morgan, and J. E. Warner. Offers to loan heavy equipment, furnish labor, or contribute financial aid should be made to some member of the committee. It is hoped to have the playground ready for evening football games this fall.

Thomas Youmans, Jr., personnel and employment manager for the Potlatch Unit, together with other men of like capacity from the other units of PFI spent the week of June 16th-22nd visiting the Weyerhaeuser Timber Company, Longview, Wash.; Crown-Zellerbach, Camas, Wash.; Jantzen Knitting Mills, Portland, Ore.; The Iron Fireman, Portland, Ore.; and the Bingham Pump Company, Portland, Ore. Studied were the employment procedures, hospitalization, insurance, training programs, retirement plans and vacation plans of these companies.

Through the courtesy and cooperation of the City of Moscow the Potlatch Foreman's Council was recently privileged to witness a demonstration of first aid, safety and fire equipment at the Moscow Fire Department. Thirty-three men made the trip. Fire trucks were first explained by Fire Chief Carl Smith . . . Moscow has one aerial and two pump trucks. The ladder on the aerial truck extends to a height of 65 feet and may be tilted at any angle. The truck carries considerable hose, extra wall and ground ladders and is equipped with two flood lights and one spot light.

The E&J Inhalator, purchased by the County but left in custody of the Fire Department, was next demonstrated. Followed a demonstration of the iron lung, several types of fire extinguishers and masks. Climax to the evening was a ride on the big fire truck, where the Potlatch foreman said they really got their money's worth, especially the ones on the tail end of the truck.

Editors Visit

The Idaho State Editorial Association, meeting in Lewiston on June 28th and 29th, took time out to visit the Clearwater plant on the morning of the 28th. Greatest interest was shown (as usual) in the swift action and noise of the sawmill. The double cut band saws and gang excited most comment. Shook slicer, Pres-to-logs plant and filing room all provoked many questions, but the sawmill was top attraction getter.

The group of visitors were guests of PFI at a noon luncheon the same day.

On June 4th and 6th members of the Potlatch Volunteer Fire Department took a similar trip.

Clearwater

The annual plant picnic will be held on July 14th at Beachview Park, Clarkston. In charge of all arrangements is Charlie Cummerford, plant personnel director. Three clowns are expected to add to the entertainment. Other new features will be a log-rolling contest and a pie-eating contest.

Guy Woodland, sawmill employee who has been ill for some time, is up and around again. We hope to see him back at work before long.

The annual foreman's council picnic was held in Pomeroy on June 16th. As is the case with most picnics, the weatherman failed to cooperate. A cool wind, and finally rain, helped not at all. A prize for most attentive father went to Bill Boie (his youngest son somehow managed to get kicked in the mouth and Bill was the perfect parent).

The sawmill is using a bypass on No. 3 edger, running lumber direct to the trimmer.

Pres-to-logs manufacture has not dropped off although considerable maintenance and repair work is underway at the plant. The power house fuel storage building is now to be used to partially store unground shavings that will later go to the Pres-to-logs plant.

The post treating plant is taking shape although by no means as quickly as Engineer Bowling would like. More about this later.

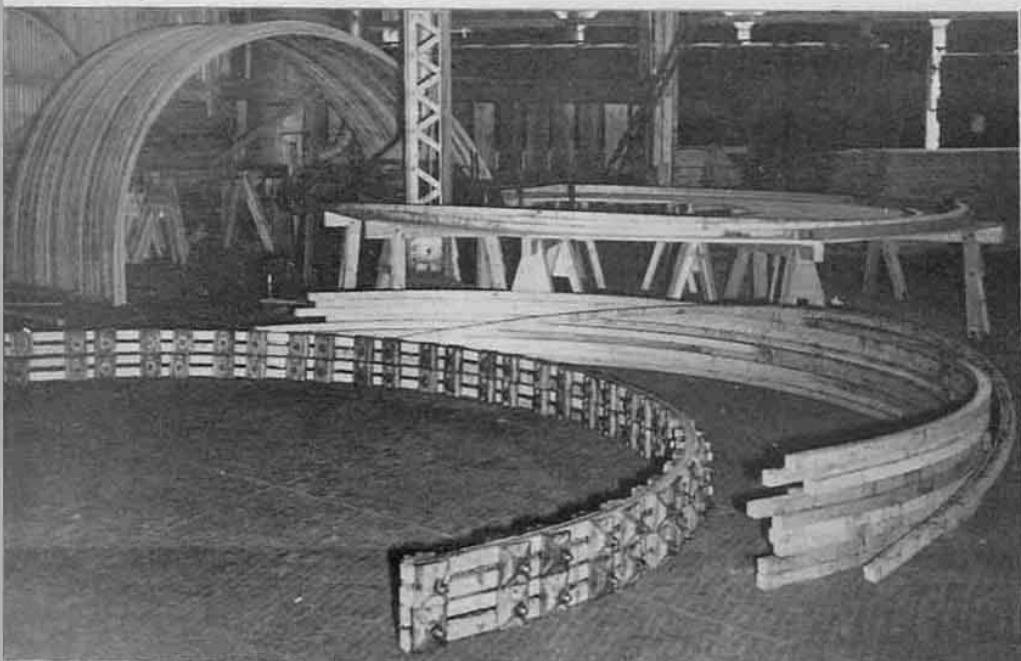
Two little girls were discussing their Sunday school lessons which included the shorter catechism.

First: "How far have you got?"

Second: "I'm past the original sin."

First: "Is that all? I'm beyond redemption."

Convictions are what an employee has after he knows what the boss thinks.



Arches are left in clamps for six hours—edges are then surfaced to overall width of 1½ inches.



Above—Foreman Virgil Roe runs strip through glue applicator.

Below—Bob Kobrasky tightens hand clamps with air wrench. The assembly table for the arch is so constructed that different radius arches can be produced by changing position of glue clamps on table frame. The air wrench needs but a moment to tighten or loosen a clamp . . . no hand tightening is necessary.



New Products At Potlatch

FIRST manufacture by PFI of laminated arches suitable for small buildings is underway at Potlatch. Those presently being produced have a radius of six, seven and eight feet. The process is slow and the equipment employed is not that which will be used if experimental work, both in manufacture and marketing, bears out the expectation that volume production is desirable.

From "The New Yorker" Magazine

*Dept. of Higher Education
(Choo-Choo Division)*

TABLE 144—Pacific Time
Wash., Ida. & Mont. R. R.

Lv.	Bovill	Ar.	PM
	Cornell		12.57
	Deary		12:43
	Vassar		12:30
	Stanford		12:22
	Yale		12:17
	Harvard		12:04
	Princeton		11:51
	Potlatch		11:41
	Kennedy Ford		11:24
Ar.	Palouse	Lv.	11:05
			AM

The appearance of so many names of universities and institutions of higher knowledge in one time table was more than the New Yorker could let pass unnoticed. Explanation of the why of these names is known to most Potlatchers . . . the survey crew for the WI&M when the road was laid over included several engineers from eastern schools.

The New Yorker has an extremely wide circulation, and a lot of people who previously had never heard of the WI&M have now at any rate read the above time table.

The strips which form the laminations of the arch are made by scarfing the ends of 1x4's for about nine inches, then resawing and ripping to approximately $\frac{3}{8} \times 2"$. These pieces are then joined with glue and a hot clamp (from ten to twelve seconds are required) to produce strips of desired length . . . 26½ feet for an arch of eight foot radius.

Six strips are then run in turn over a glue applicator, are placed and clamped together with hand clamps. Six hours are allowed for the glue to set. The arch is then removed from the clamp and the edges are surfaced down to 1½ inches. Before the arch is removed from the clamps the ends are trimmed to exact length so that it is ready to set on the plates of the building after the edges have been surfaced.

Estimated strength of the laminated arch is four times that of a solid piece of wood of the same size. A two hundred pound man can chin himself on the eight-foot arch without the slightest noticeable sag. If the number of inquiries already received from employees alone, who know of the arch, are an indication of future demand . . . there will have to be volume production.

Pallets

Recently shipped from Potlatch to a cannery at Walla Walla, Wash., were 3,000 pallets for use in connection with storage of various canned products.

The pallets were made of six pieces of 1x6 on top and four on the bottom, with

three 2x4's dividing them. Ninety chisel point screw nails went into each pallet. The nails, incidentally, were hard to get . . . were finally obtained on special order from Cleveland, Ohio, at a cost of 17c per pound.

Three two-man crews worked on this order, each man nailing. After the pallet had been nailed, one man would carry it off the table and the other would set up a new pallet. The highest production was 256 pallets per day.

The tables on which the pallets were assembled and which made possible fast construction were designed by the men who worked at the job.