

THE FAMILY TREE

Published by Potlatch Forests, Inc.

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No. 5

Western Pine Home In Cape Cod Style Exposition Feature

(See picture on page 5)

Nestled between the large Golden Gate International Exposition buildings and near the huge hangar which will house the aviation exhibit on Treasure Island stands a pure white Cape Cod Colonial home with striking blue shutters as the Western Pine association's contribution to the exhibits of western products at San Francisco's 1939 Exposition.

This five-room house, known as the "Western Pine Home," is located on Lot 9-J, and occupies an area 65 feet by 125 feet, adjoining the Homes and Gardens building at the south end of the exposition grounds. The Western Pine Home is in the \$5,000-\$6,000 price range and is one of several full-size demonstration homes that are expected to be built in the area.

Idaho White Pine Featured

The lumber and architectural woodwork throughout the Western Pine Home are of Idaho White pine, Ponderosa pine and Sugar pine. Wide bevel siding, shutters, doors of varying Colonial styles, paneling—both clear and knotty pine, and special detailed millwork are some of the items that will be exhibited in finished form in harmonious colors. To the thousands of exposition visitors who see it this year, this attractive, entirely-pine home will serve as a practical demonstration of the beauty and comfort that can be incorporated at moderate cost into a small frame home adapted to modern needs.

Timbers Are Treated

All foundation timbers, as well as sash, frames and screens, were treated at low cost with Permatol; Cortigrade red cedar shingles were used on the roof; and such other important items as sheet lead flashings and white lead paint were provided to insure a first class job.

(Continued on page 4)

See The Big Fair

The San Francisco Fair is very beautiful and very much worth seeing. When I was there a couple of weeks ago a few exhibits had not been completed but there was far more to see than could be seen at odd times in a stay of only a few days.

I hope that a large number of our folks can see this fair and I suggest that all who can do so go now in order to miss the summer crowds.

Idaho will be creditably represented in the Western States group and you will all get a kick out of seeing the big Idaho White Pine logs and the Idaho exhibit, and in seeing the Western Pine model home.

Woods department men ought to go soon to be sure they don't miss out. Plant men should, of course, see their foreman about getting away before making any plans, but it does look as if we were in a small sag in orders now, and there may not be time later on in the year.

C. L. BILLINGS,
General Manager

Headquarters Folk Hold Annual Feed

It may be the Jamboree in Lewiston, Potlatch or Coeur d'Alene, a Christmas party in the offices, or it may be skiing at Bovill or horseshoe tossing and cribbage at the Clearwater plant, but at Headquarters the annual big time event is the "Headquarters Feed."

February marked the month of the gastronomic festival at Headquarters, according to a letter from Carl Pease, who writes:

"This event meets with such gusto on the part of the menfolks that the ladies have decided to have two feeds, the second one to take place during March. The plan certainly has the approval of all the men.

"To those of you on the 'outside' who may wonder what these feeds are all about, let me tell you that each lady donates a dish from her favorite recipe. About 100 people attend and really do justice to some fine cooking."

San Francisco Fair Commission Named For Idaho's Exhibit

Appointment by Governor C. A. Bottoltsen of Mr. Billings as a member of the newly created five-man commission to handle affairs of the Idaho exhibit at the Golden Gate exposition on Treasure Island in San Francisco bay, was an event of the past month. Mr. Billings was formerly a member of the state committee named by ex-Governor Barzilla Clark, and as such participated in the forming of plans for the Idaho exhibit.

Other members appointed on the new commission are: Mrs. Mary Cobb Ailshie, Boise; Mrs. Beth Laubaugh, Boise; Bernard Wanwaring, Nampa; and Joseph E. Stewart, Blackfoot. Mr. Stewart is chairman.

State's Plan Reviewed

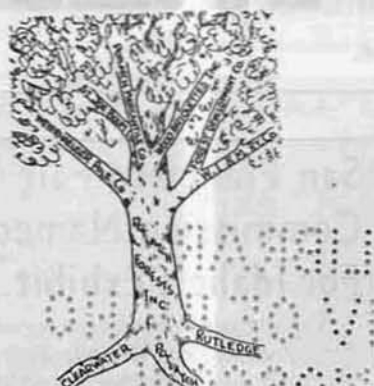
Action of the state legislature in reconsidering an appropriation for Idaho's exhibit, renewed plans for participation in the Building of Western States where the Idaho room is situated. The legislature had, a few weeks previously, killed the appropriation measure by a scant few votes in the house after it had passed through the senate without a dissenting vote. This resulted in work in the Idaho room being halted abruptly by Morrison-Knudson company, Boise contractors. Windows were soaped and the doors locked. The exhibit was about 75 per cent completed.

Disappointment on all sides crystallized in editorial comment in Idaho and out of state newspapers. The hard work of the committee and the many trips away from home and business, taken by persons of intense executive duties, appeared gone for naught. It was with an extreme sense of pleasure that Mr. Billings learned the legislature had reconsidered, and he was glad to accept the governor's appointment on the new commission.

Peeked In Windows

"It's a fine fair," was his comment upon returning from San Francisco.
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THE FAMILY TREE



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

Editor Sid C. Jenkins

Correspondents

John Aram Clearwater
 Jack Eaton Rutledge
 Mabel Kelley Potlatch
 Carl Pease Headquarters
 Chet Yangel Bovill

"He has a right to criticize who has a heart to help."

Down the Editor's Alley

Bob Evenden, first editor of *The Family Tree* and now professor of wood products in the school of forestry at Oregon State college, is minus one appendix. Bob had the troublesome sac removed late in February, and when seen in Corvallis, Oregon, recently, had returned to his home to receive the careful nursing of his good wife.

This month's issue of *The Family Tree* has two extra pages, the occasion being a showing of the demonstration home built at the Golden Gate exposition on Treasure Island in San Francisco bay by the Western Pine association's promotion department. Page 5 is a picture of the exterior of the house. On page 6 you will find a story of the promotion committee's activities during the past year.

Another picture in this month's issue came from Capetown, South Africa, showing the plant and wood briquette set-up of A. Kurland, who last year bought a Pres-to-log machine and is manufacturing the logs. He can't supply the potential demand, he says. See page 10 for picture and story.

The Wind, "She Blew" In Tumbledownland



Paul Bunyon never had anything like this to contend with, and if he had, one wonders what he would have done about it. This is what the hurricane did in the New England states last September and is a good example of what Charles Jack, forester for Potlatch Forests, Inc., saw when he visited his native country during the Christmas holidays. The hurricane left a twisted mass of timber in a swath through Connecticut, Massachusetts, New Hampshire and part of Maine. The government is attempting salvage. See story below.

Upper photo by Society for the Protection of New Hampshire Forests; lower photo by Yale School of Forestry.



Charles Jack Tells of Hurricane Damage And Efforts to Salvage in New England

SCENES of utter ruin and desolation such as pictured above, are common throughout the New England states where the full force of hurricane winds last September laid down approximately four billion feet of timber, according to Charles Jack, forester for Potlatch Forests, Inc., who has returned from his holiday visit to Blue Nose country.

Under the surface is a story to grip the answer to the question, "how goes the salvage?" And that, says Mr. Jack, is available only to those who know the New Englander and can talk his talk. Having the broad accent of the northeastern section of the domain, Mr. Jack could talk the language and what's more important, could get the New Englander to talk back at him.

From these conversations, coupled with some statistics that were handed

him, the visiting forester came to some conclusions, principal of which is that there won't be any amount of salvage timber by early summer that has been estimated, not by a long shot. Factors enter into this, and in brief are as follows:

"One of the most serious factors," he says, "is that of pond storage. Wind

(Concluded on page 8)

Here's More About New England Timber

(Continued from page one)

There are innumerable ponds and lakes in New England, there are very few available for log storage, due to the fact that by far the greater majority have at least a few summer cottages or estates located on their shores. Recreational values afforded by the lakes far exceed any doubtful salvage value which might accrue from the down timber. In many cases the lake water is used for drinking purposes. Storage of logs in these lakes and ponds is being fought by the owners of shore property.

A second factor and one that is causing considerable concern, is the attitude of the small landowner who refuses to deal with the government. These individuals own anywhere from a few thousand board feet on up.

Their timber is generally of an extremely low grade and does not allow for any margin of profit when cut into logs under the government contract. Therefore a considerable number of them are setting up crude portable sawmills and sawing their own timber into boards which are both poorly manufactured and seasoned, as well as of uniformly low grade. *** This lumber will, no doubt, be dumped on the market next year in an effort to recover at least a part of the investment; lumber which, for lack of better description, may be called 'junk.' These operators are handling an estimated 30 per cent of the salvage timber.

A third factor tending to slow up salvage operations is the number of small landowners it has been necessary to deal with. In the state of New Hampshire alone there are between 12,000 and 15,000 landowners, the majority of them being located within the area of hurricane damage."

Mr. Jack has explained that government agencies did not see the salvage problem as had a council of the governors of the New England states who had asked for R. F. C. loans, but had set up an administration by which the government would pay for delivered logs, and at rates and on grades established by government men.

"They (the government) entered the area with their own organization made up of men from all parts of the country," he said, and "very few of these men had ever been in New England previous to this assignment, and there-

"Ridin' High"

By WALTER JARDINE
Grader at Rutledge Unit

"The 'Push' stood in the planer door.
"He gave a lusty 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 knicks.

"A grader was waving on Number Four;
"And the words he was saying—Hi, Hi!
"Then a belt broke on Number Five
"And caught a man in the eye.

"The oil wouldn't feed on Number Eight
"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,
"His face as black as ink.
"This crew," said he despondently,
"Would drive a man to drink."

fore completely failed to understand the psychology of the New Englander, which was of the utmost importance if they were to succeed in this project. Most New Englanders are suspicious of all federal agencies and this was no less true as concerned the present salvage administration.

"As a result, whereas the salvage administration has been in the area for over three months, and probably the best three months that will be encountered for logging, there had been, as of December 29, a total production of logs put into the ponds in New Hampshire of only four million, nine hundred and forty-three thousand board feet, and in Massachusetts of seven hundred forty-two thousand feet. This in an insignificant proportion of the down timber, and from any angle, a poor showing for three months of work. This rate of production has, however, been stepped up materially during January and February.

"A fourth factor has been the grading of logs. Previous to the hurricane no logs, to my knowledge, were graded in New England. Many of the small landowners do not understand log grading rules, see no necessity for them, and will not attempt to find out how to apply them.

"The fifth and final factor is that of labor and equipment. In New England there is a dire lack of experienced labor to carry on a project of the magnitude planned by the government. There will be additional delays brought about

by poor and faulty equipment, lack of organization and lack of experience. With a daily wage scale of \$3 or less and a working day of nine to ten hours, outside labor is not being drawn into the region."

Mr. Jack draws the conclusion also that while the government wants sawlogs of lumber size, the natives are used to cutting short lengths for box, the principal use of the Northern white pine, and are not willing to change their ways.

"Probably the most disturbing factor in the whole situation is that the federal government may be forced to enter the retail lumber business. *** If the government is once in the retail lumber business it may stay there.

"I do feel, however, that this salvage timber, if manufactured into boards and placed on the market, will have very little effect on our Idaho white pine, due to the short lengths and low grades that will be produced."

Send in Your Answer

A man named Smith goes walking and meets an old friend, whom he hasn't seen or heard of for 20 years. The old friend says:

"I've been married since we last met. We have a little daughter—here she is."

Mr. Smith asks the little daughter: "What's your name, little girl?"

The little girl, feeling contrary, answers:

"My name's the same as my mother's."

"Oh," says Mr. Smith, "then your name is Margaret."

"Yes," says the little girl.

Now just how did Mr. Smith know the name was Margaret?

If a wire were placed around the earth at the equator (let us assume that it is all land at the equator) so as to be just tight, and then the wire was cut and exactly one yard, (36 inches) of wire added to the original length, what uniform thickness of paper would have to be placed under the wire all around in order to make the wire taut again?

Using algebra, give the answer to this: "What number increased by 25 per cent of itself equals 150?" Give the formula you used.

Send your answer to the editor of *The Family Tree*.

Here's More About Cape Cod Pine Home

(Continued from Page One)

Special attention was given to the finishing treatments in the home. A blondo finish was used on the knotty pine wainscoting and staircase woodwork in the front hall. All the woodwork in the living room-dining room is stained a soft, pale brown, the backs of the china cupboards are finished to harmonize with the color of the drapes; and the plastered walls and ceilings are in oyster white, eggshell enamel. The kitchen cabinets and walls are enameled in oyster white with a maroon accent color at the cornice as well as for the linoleum. The walls of the front bedroom are papered with Chinese grass cloth in pale brown with an oyster white enameled ceiling.

Knotty Pine In Furniture

The knotty pine walls, doors and trim in the bunk room are finished in a thinned white lead paint with knots and figured grain showing through; the ceiling is ivory colored Nu-Wood art tile. A blue and white color scheme is carried out in the bathroom.

The home was completely furnished by the John Breuner Company, of Oakland, California, and the furniture included some knotty pine bedroom pieces. Eighteenth century mahogany furniture was used in the living and dining rooms.

The landscaping was simple, yet colorful, and included a wide area of lawn with garden furniture made of Western Pines.

Motion pictures have been taken of each stage in the construction of the Western Pine Home. It is expected that this film, entitled "Building a Home With Western Pines," will be released early in the new year. It is the third talking picture that has been made for the Western Pine Association.

Every effort has been made to make the Western Pine Home on Treasure Island one of simplicity and beauty both inside and out, yet well within the means of families of average income. When the exposition opened its gates February 18, the Western Pine Home was completed in every detail from the pine-carved welcome sign in front to the paneled garage in the rear.

More than 10,000 visitors were in the house on the opening day, so many in fact that the carpeting was threatened with an early renewal.

Ideas Worth Money To Men Who Utilize Thinking Power To Make Improvements

IDEAS are worth money in any man's language and workmen of the Clearwater and Potlatch units have proved the contention. As a matter of fact, in the Clearwater plant alone, these men who make the wheels go 'round, did \$145 worth of independent thinking in 1938 to top the \$145 worth they did in 1937. In other words, they collected that much from the company for having ideas.

Two kinds of awards are made for suggestions that will improve quality of products, efficiency of operation, or the elimination of wasteful practices and accident hazards. Through the well known "suggestion box" system, where each employe is invited to deposit his suggestion, many improvements and changes have been brought about in the last few years. When the suggestion is good, the author gets paid for it. At the end of each year a set of annual awards is made for the best ones of that year, hence the suggester gets a double whack at the money.

At the end of 1938, eight men shared in the award of \$95 "extra money"; nine of them split \$85 at the end of 1937.

All of the foregoing is by way of introducing the subject of the suggestion system as it works in Potlatch Forests, Inc., plants.

Started in 1928, the system has been part of the plant program steadily since that time, albeit with fluctuating success and interest, according to the records at hand. Earliest recollections of the suggestion program are contained in minutes of the Clearwater Foreman's Council meeting of July 27, 1928, which says:

"Mr. Billings (C. L. B.) made the suggestion that in the following meeting the men should discuss the installation of suggestion boxes at the plant."

The matter was brought up at the next session and discussed pro and con; was put into effect when Mr. J. P. Weyerhaeuser assured the foremen that the plan had the approval of the management. Among those who spoke on the matter were Bill Dawson, Bob Bowling, Charley Clapp, J. L. Frisch and H. Z. White. Mr. Clapp presented a formula which was adopted and the suggestion system was under way.

Lack of interest seems to have developed in 1930, however, and in the fourth quarter of that year a bulletin was issued asking for suggestions. In 1932 a renewed interest took place and the plan was stimulated. The program went along pretty much that way until March, 1935, when some changes were made and announced by Mr. Otto H. Leuschel, as follows:

"We are very pleased with the response you men have shown in giving your ideas for the betterment of plant operations. Many of the suggestions show a lot of work and thought, and on the whole, the suggestions submitted indicate a real and sincere desire to be helpful.

"The change in quarterly prizes intended to abandon the practice of placing an arbitrary limit on the number of the award. * * * The new committee is made up of men scattered in practically every department and we believe it is a group qualified to pass on the suggestions offered."

The committee consisted of E. Swartz, A. T. Kaufman, Monte Moran, C. L. Bice, Paul Schemerhorn, Kenneth Ross, Robert Mullin, A. R. Johnson, George Wright and R. Evenden.

Under the plan followed after that the committee passed on the suggestions and the superintendents then made the final word as to acceptance. Only two changes in the personnel of the committee have been made, John Sherry being an additional member when the plant safety program was put on a full time basis and he being replaced by Tom Sherry when the latter became safety supervisor. R. M. Evenden's job as secretary was assumed by John Aram when Evenden left the service of the company.

Interplant cooperation developed in the spring of 1938 when J. J. O'Connell, manager of the Potlatch unit and L. H. Young arranged for a joint meeting of the suggestion committees of the two plants in Lewiston on May 10.

The following table gives a summary of the last two years to show how the plan works out in the final analysis:

	1937	1938
Suggestions offered	179	225
Suggestions accepted	60	119
Per cent accepted	34	53
Suggestions rejected	119	106
Total awards	\$145	\$145

When the sky's the limit with a lot of it's lotsa fun getting high with her.

BE SURE TO SEE
THIS WESTERN PINE HOME at Ave-
nue 4 and Avenue E, when you visit the
Golden Gate International Exposition
on Treasure Island, San Francisco Bay
February 18 - December 2
1939



WESTERN PINE PROMOTION RECEIVES WIDE ATTENTION

Committee Members Active During Year Distributing Facts

From the response to activities of the promotion committee of the Western Pine association, of which Otto H. Leuschel, assistant general manager of Potlatch Forests, Inc., is a member, Western pine received growing attention in lumber marts of the east during the last year.

Requests for information were spontaneous. The receipt of such material in the form of "Camera Views," illustrated booklets, pamphlets and news letters was the cause for repeated requests for more. Judicious distribution of approximately 350,000 pieces of association literature, including 50,000 of the booklets on camera views, was made during 1938.

"We received thousands of letters from interested potential buyers," says N. L. Carey, manager of the promotion department.

Meetings of the promotion committee were during 1938 in Portland, Oregon, on February 8 and 9, in San Francisco on August 2 and 3, and again in Portland on December 15 and 16. "A consistently high average attendance prevailed and many busy hours were devoted to this work by representatives from each of the ten districts, Mr. Carey said, adding: "Unquestionably the work of these men, in formulating the program and approving details, has been a definite factor in the effectiveness of the program." In this connection, Mr. Leuschel attended all of the committee meetings and participated in directing the work along lines that would promote the use of pine lumber.

The actual promotion expense during 1938 and its allocation to the main divisions of the work are shown below:

Field service	\$ 36,300
Information service	1,800
Publications	22,000
Visual advertising	5,100
Space advertising	33,800
Other advertising	2,800
General exhibits	2,700
Golden Gate exhibit	7,600
New York fair exhibit	6,000
Committee and contingencies	1,300
Total	\$119,400

Cooperative promotion	
NLMA assessment	\$ 3,700
NLMA-AFPI	11,400
Nat Door Mfg. Assn.	3,500
Wood Box Institute	14,700
Total	\$33,300
Grand Total	\$152,700

At the end of the year the field force of the promotion department consisted of six men. As in 1937, additional time was given by the Spokane, Wash., representative in making desirable contacts throughout the Inland Empire and northern Rocky Mountain states.

Work done by these field representatives (7339 calls) has been termed "promotion from the grass roots" right along the line of consumer contact. The field men are missionaries of good will with no personal axes to grind, giving impartial counsel, meeting objections, ironing out misunderstandings, and helping to foster a friendly attitude on the part of distributors and users of lumber products. They perform a different function from salesmen, and yet there is a certain dovetailing of the work of these two services. One helps the other create more business for the manufacturers of western pines.

Advertising Continued

Advertising was done in 1938 as before. Magazines formed the backbone of the campaign. In production, but not quite completed before the close of the year, the third sound movie, "Building a Home with Western Pines," will do its part, by visual means, to quicken an interest in these woods. The first film, "Harvesting the Western Pines," continued in active demand, although it was made several years ago. Similarly, the call for "Fabricating the Western Pines," continued unabated. The two latter pictures were shown to nearly 100,000 persons in 30 states during 1938. Close contact also was kept with amateur wood workers who have basement workshops or are in manual training schools and who were encouraged to and did use vast amounts of pine in their work. Exhibits at 17 retail dealers' conventions were continued, and the display of knotty pine furniture aroused no end of favorable comment. A permanent exhibit of grade display material was placed in the Merchandise Mart of Chicago. Another permanent display was set up

in the showrooms of the Architectural Samples Corporation in New York.

In addition to these things, and many more, the promotion department during the latter part of the year entered into the fields of two world expositions, San Francisco's Treasure Island and New York. Ground-breaking ceremony on August 14 and actual construction begun by September 12 brought to reality the committee plans for a Western Pine Home on Treasure Island, site of the Golden Gate International Exposition. The exhibition house (see picture on page 5), it is expected, will be seen by hundreds of thousands of visitors during 1939. During the year plans were also completed for an equally attractive booth display of western pines at the New York World's Fair. The latter exhibit is of several rooms, showing treatment with different species of pine.

Demonstration Homes Built

It is of interest to note also that during 1938 the Western Pine association's promotion committee participated, through retail dealers, in the distribution of some 10,000 plans and the erection of 900 demonstration homes in various cities, in addition to the eight which were built in Washington, D. C., as a laboratory community.

Cooperation also was extended to many branches of the industry, notable among these being the National Door Manufacturers' association, the Wooden Box Institute and the National Lumber Manufacturers' association.

"It has been an education and a pleasure to be included on the roster of such a fine group of men as make up the promotion committee of the Western Pine association," Mr. Leuschel said in commenting on those activities of the past year. "The committee has had the benefit of excellent work on the part of the association staff headed by Mr. Carey, who carry out the details of their program. The committee members have also enjoyed the fullest cooperation and support of the entire association membership. The Western Pine association is outstanding in its recognition of the need for promotion of the products of its members."

Rutledge Safety Program Started With Interest High

Upon seeing the Clearwater unit establish a new national record for safety, the Rutledge unit at Coeur d'Alene has started on a campaign to cause what uneasiness it can for the heads that wear the crown.

A definite safety first program was begun in the Rutledge unit in January, with each foreman charged with keeping the record of his department for the month of actual man hours worked. Francis Dingler, first aid man, will have charge of treatment of minor hurts, if and when there are any. He will tabulate the number of injuries and re-treatments.

The program, which was suggested by the foreman of the Rutledge plant, will include monthly meetings of the foremen to discuss plant problems and also to pick a man from each department to tour the plant and make suggestions regarding safety and/or correction of hazards.

Comments of the inspectors will be written up and discussed thoroughly by the foremen at the subsequent meeting. Suggestions that meet with their approval are then to be taken up with the management for action. At this writing only one suggestion has been rejected to date.

Men at the plant have entered into the spirit of the campaign and the feeling is that "they have something."

The plant during January had a 100 per cent record, as is shown by the following table:

Department	First Aid Cases	Lost Time Cases	Man Hours Worked
Planer	6	0	5,438
Remanufg. Plt. ...	0	0	2,670
Shed	0	0	2,280
4Sq. Rebutt	0	0	832
Trans.	0	0	868
Trans. Sheds and Docks	1	0	660
Mldg Dept.	2	0	1,152
Sawmill	0	0	24
Pwr. Plt.	0	0	1,680
Pres-to-log	0	0	727
Yard	2	0	3,008
Shipping	0	0	2,416
Retail	0	0	555
Watchmen	0	0	555
Maintenance	0	0	350
Total	11	0	23,215

1 Re-treatment of first aid cases.

The Persian Kitty

(Anonymous)

A Persian Kitty perfumed and fair,
Strolled out through the kitchen door for air.
Meow! A Tom cat lean, lithe and strong,
And dirty and yellow came along.

He sniffed at the perfumed Persian cat
As she strolled around with much eclat.
And thinking a bit of time to pass,
He whispered, "Kitty, you sure got class."

"That's fitting and proper," was her reply,
As she brushed the whiskers from her eye;
"I'm beribboned, I sleep on a pillow of silk,
And daily they bathe me in certified milk.

"And yet I'm not happy with that which I got;
I ought to be happy; but happy, I'm not;
I should be joyful, I should indeed,
For I certainly am highly pedigreed."

"Cheer up," said the Tom cat with a smile,
"And trust your new found friend a while,
You should escape your backyard fence—
My dear—! What you lack is experience."

New joys of living he then unfurled
As he told her tales of the outside world.
Suggesting at last with an alluring laugh,
A trip of the two down the primrose path.

The morning after the night before,
Kitty came home at the hour of four.
The innocent look in her eye had went,
But on her face was a smile of content.

And in after days when the children came,
To that Persian kitty of pedigreed fame,
They were not Persian, but tiger and tan,
And she told them their dad was a traveling man.

Here's More About San Francisco Fair

(Continued from page one)

"I got a peep through the windows of the Idaho room and could see our two white pine logs especially cut near Pierce by the Potlatch Forests, Inc., for pillars at the entrance. As soon as the new commission swings into action we expect to resume work on completion and installation of the white pine carvings made under the supervision of Mrs. Margaret Rugg at Berkeley. Mrs. Rugg is a former resident of Coeur d'Alene. These carvings emulate lumberjacks and other figures familiar to Idaho industry. In addition to the white pine logs we shipped about two thousand feet of select lumber to Berkeley to be used in carving these white pine statuettes.

"In the Idaho exhibit is an array of white pine furniture made in such manner that the state seal is imbedded in the backs of each piece, in bronze. Water is the theme of the Idaho exhibit, the display between the two white pine pillars being a replica of Arrow-rock dam with real water running over it."

Pres-to-Logs Essay By Spokane Woman Wins \$100 In Prize

Because she thinks Pres-to-logs are more economical fuel than any other she could buy, and because they are clean, have little or no ash residue, and because they give a maximum and even heat in both cook stove and furnace, Mrs. F. L. Enfield of West 1828 Sixth avenue, Spokane, Washington, is \$100 richer this month.

Entering the contest sponsored by Potlatch Forests, Inc., Mrs. Enfield and six other women cashed in on 50-word essays on "I burn Pres-to-logs in my furnace, etc., because."

Beginning January 15, an aggressive newspaper advertising campaign was opened in the principal newspapers of Spokane and in Lewiston. Dealers were invited to participate in the program designed to bring in new business.

Rules were:

1: Letters not more than 50 words.
2: Sales slip or other evidence of purchase of Pres-to-logs attached to the essay.

3: Contest closed February 6. (Entrants advised where to send essay).

4: Decision of judges final. In event of tie, duplicate awards offered.

"First try Pres-to-logs," said Roy Huffman, manager of the fuel department, in outlining the procedure to be used in entering the contest. That those who did enter used Pres-to-logs could not be overlooked. There were many essays and it took a corps of preliminary judges a week to boil down the huge pile of entries to the few that would go before the final board of judges. When that board had picked the winner there was no dissenting voice and the \$100 went to Mrs. Enfield in Spokane.

Second prize, \$50, was won by Mrs. Guy Chiesman of 710 Eighth avenue, Lewiston, Idaho.

Third, \$25, was given to Mrs. E. G. Rasch of North 1110 Ash street, Spokane.

Fourth, \$10, to Mrs. Vieno Hakola, West 1722 Main avenue, Spokane.

Fifth, \$5, to Mrs. Robert A. English, 503 Maple street, Clarkston, Washington.

Sixth, \$5, to Mrs. Anna K. Hansen, West 1127 Cleveland street, Spokane.

Seventh, \$5, to Mrs. Ursula Wilhelm, North 5903 Stevens street, Spokane.

Potlatch Landmark In 'Village Smithy' Bows to Newer Day

Razing of the old blacksmith shop on Fir street recently, marks another era in the history of Potlatch.

When construction began in that city in 1905 the blacksmithing was taken care of at the plant. By 1911 the volume had grown to such proportions that a separate shop was found necessary. This was constructed by Job Carr and L. R. Trotter, and the latter was engaged to run it.

Twenty-five horses were required in the transportation system then and to keep these horses shod, the lumber buggies and company wagons in good shape, kept the new department very busy.

"We got 50 cents for a new shoe, compared with \$1 today," Mr. Trotter said in reminiscing on the subject. "There were no acetylene welders and no trip hammers. I never used a sling. Occasionally we used a rope collar and a hobble on the foot. Once in a great while when I got a horse that was too mean, I would braid a ring in his tail and run a rope from the ring down to a hobble on his foot and up through the ring again, and the first time he kicked would pull the rope up and hold it, and he couldn't kick or do anything except stand there and be good."

During the years Mr. Trotter spent in the old shop his son, William, worked with him. It is interesting to note that, during that period, and with the accompanying hazards, there was never a "lost time" accident on the job.

In 1931 Walser Brothers took over the task. The horses employed had increased to 35. It then kept a wheelwright busy to keep up the lumber buggies, dump wagons and lumber wagons.

Shortly after the opening of the blacksmith shop, A. A. McDonald, manager of the Potlatch Mercantile, secured the agency for automobiles, which developed the need of an automotive repair shop. A lean-to was added to the building and Dick Cowen employed as an automotive mechanic to run the shop. Old timers recall the first car in town, a white Buick owned by P. M. Lachmund, who was sales manager for the Potlatch Lumber company. Not long after that Leslie Dygert was numbered among the car

owners, having acquired a Buick also. Gasoline was handled by the store and was retailed in five-gallon cans. The supply was kept in the root cellar. In filling the tank, the gasoline was strained through chamois into a funnel.

Prior to this time, the power was literally "horse power." Electricity and motor vehicles have gradually supplanted the horses. Today there are only three of the animals used in the plant.

The march of time has brought electric equipment to the plant and motor cars, for transportation, thus eliminating the necessity of a blacksmith shop.

"Under the spreading chestnut tree, the village smithy stands," and like old Dobbin, is being crowded out in the school books while lessons on "safety first" hold the interest.

Legion Post Again Host to PFI Group

Where Potlatch Forests, Inc., fits into the life of the community, and what the people think of it, especially that part of the people who make up the ranks of the World War veteran, was exemplified on Wednesday night, February 1, 1939, when "Potlatch Forests' Night" was held by the Lewis-Clark post of the American Legion.

An inauguration of a previous year, the second annual "Potlatch Forests' Night" again drew Mr. Billings to the role of guest of honor. Many employees of the company who are members of the post attended and the program was under the direction of Tom Sherry, Clearwater plant safety supervisor. Ed Swartz, chief electrician at the plant, was the principal speaker, demonstrating the use of the oscillograph, which in words of plain language is a gadget that does the same thing for a sick piece of machinery that a doctor's earphones, or stethoscope does for the human body.

Absence of "Spike" Baker, recently promoted to a sales position in Pittsburgh, and who for years boomed the bass drum in the legion drum and bugle corps, was the only shadow cast over the meeting. (For his information, the corps is being revived, the "boys" somewhat resenting the implication they are too old for that stuff).

He: "Do you shrink from kissing?"

She: "Do I look like skin and bones to you?"

Winter Loggers Go To Town In Big Way With Production

Working in all kinds of weather, in fact in every kind the weather man has in his book, crews at Camp 20, the only winter outfit in operation on the Clearwater side this year, have loaded out better than 21,000,000 feet of logs up to March 1, according to information received from there.

This is almost as much as was put in the flume and shot down to the North Fork of the Clearwater river from Camp T last summer. It is estimated that there is about 25,000,000 feet of logs in the river now waiting for the spring drive.

Camp 20 has had a crew of 175 men for the past two months and although during February the snowline crawled up to five feet, they kept going. Roads and skidways were in good shape as soon as cold weather came along. Before that happened the roads and ways were literally rivers of mud on knee deep.

Saw Gangs Fast

The crew of 21 saw gangs produced just about a match for the 21 teams skidding and 10 "cats" trailing and skidding, it was reported. One bulldozer was able to keep all roads open and in good shape, while two gas loaders (slides) kept the landings clear of logs. As high as 27 and 28 cars a day were loaded out.

E. L. "Boots" Edelblute, camp foreman, took a trip to the coast during January and while he was away Murray Thompson was the pusher. Ted Carlson had charge of the saws.

According to the latest dope from Camp 20, it looks like the middle of March will pretty well wind up things up there. The last log was tracked down the chutes several days ago. A letter from there said, and all that remains to be done is get out a few blocks of timber.

Give most men enough rope and they'll start looking for limbs.

The captain of an Atlantic liner approached a miserable looking young woman leaning over the rail.

"Waiting for the moon to come up," he asked, good naturedly.

"Oh, Ye gods!" ejaculated the one; "has that got to come up too?"

Streamlined Housing Show Puts Detroit In National Limelight

Streamlining the building industry, the city of Detroit, Michigan, is presenting a housing show that appears to have all the earmarks of a gigantic magnanimopus, or to you, a "little world's fair of low cost homes."

In the December 15, 1938, issue of *Wood Construction*, a trade magazine, the motor city is described as turning the technique of the automobile show into a street of new houses, 37 of them, as a demonstration project to be known as "Detroit's Streamlined House Show of 1939."

It is recalled that the national lumber retailers' and the national lumber manufacturers' associations have a similar but smaller building project on the outskirts of Washington, D. C., and that at both of the world's fairs, New York and San Francisco, the Western Pine association will have demonstration houses.

"Sponsor of this low cost housing demonstration" (in Detroit), says *Wood Construction*, "is the Greater Detroit Home Builders' association. Edmund Kuhlman, president, assisted by W. J. Guinan, conceived of a laboratory unit of 25 houses. The project grew as all agencies of the industry sensed its possibilities in creating interest among consumers in home ownership. Grading of lumber is being rigidly enforced.

The significance of Detroit's Streamlined House Show can hardly be exaggerated. For example, the 225 builders who are members of the association and who account for 90 per cent of the new residence construction in that area in any given year, in 1937 built more one and two-family houses than the combined totals of Maine, New Hampshire, Vermont, Iowa, Kansas, Nebraska, Delaware, Arizona, Idaho, Montana, Nevada, New Mexico and Wyoming.

"Statistics for 1938 tell a similar story. Detroit's total is running 20 per cent in excess of the total combined volume in 18 states and is leading that of the entire city of Chicago by about four to one."

Detroit is one of the large markets in the east for products of Potlatch Forests, Inc.

Clearwater Woods

Headquarters Snowbound

There is about five feet of snow at Headquarters now, according to a message from Carl Pease. "Spring," he says, "is far from being 'just around the corner.' The road to Pierce, however, is in good shape."

66 Inches At Camp T

Al Kroil snow-shoed in to Headquarters from Camp T the last week in February and reported 66 inches of snow at the head of the flume. Al has been at Camp T all winter to protect the buildings.

Phone Line Still Up

The telephone line between Camp 14 and Headquarters is still in working order despite the heavy weather in that part of the Beaver creek region. George McKinnon 'phoned in the other day to say the snow measured 60 inches in depth there.

POTLATCH WOODS

Horses At Bovill

There are 95 head of horses in the barn of the company's ranch at Bovill, writes Chet Yangle. Axel Anderson is in charge of the livestock there.

Cats Undergo Repairs

The usual job of repairing Caterpillar tractors has been under way at Bovill headquarters with A. L. Freil in charge of the work. Repairs were not so heavy this winter due to the rather light season in Potlatch woods last summer.

Pole Yard Down

The Weyerhaeuser Pole company's yard at Bovill is not in operation at this writing, on account of snow conditions.

Mother: "But daughter, how come you went for a ride and one shoe is all covered with mud?"

Daughter: "I changed my mind."

Joey: "Ha, Ikie, I got it a good choke on you! Last night I saw you and your wife. You forgot to pull de vindow blind."

Ikie: "Joey, de chokes all on you. I vasn't even home last night."

'Suicide Slide' Made On Elk River Hill By Ski Enthusiasts

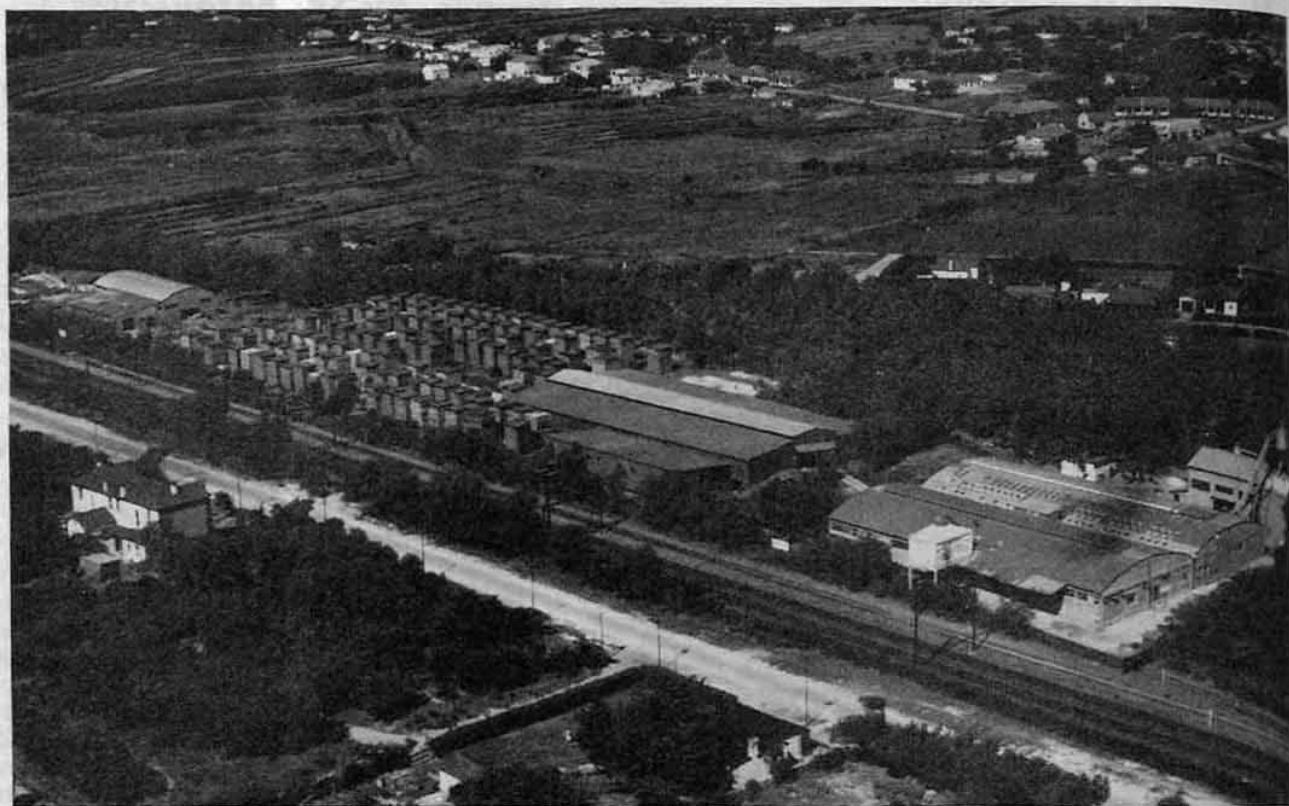
What would Paul Bunyan do if he could see his tough men of the woods now? His lumberjacks are not spending all of their spare time at the village bar, at least not in Elk River, Idaho.

Anyone taking the trouble to look may see them on a nearby hillside, with their stag shirts flying out behind them, and their tin pants flapping in the breeze. They are keeping in shape for the coming year's work in the woods. And if Paul could see them come down the hill he would turn over in his grave, for instead of wearing calked shoes and bearing an axe in one hand and a saw in the other, they have skis on their feet and ski poles grasped firmly in their hands.

For several years skiing has been the winter pastime of several of the Elk River enthusiasts. A good slope, near town, was lacking and there were many wishes for a better and closer ski hill. Last spring, one of the boys started doing his sitting up exercises with an axe out on a hillside south of town. Permission had been received to use the old pasture of Potlatch Forests, Inc., and after the dust had cleared away, a considerable area of brush had been removed.

Other skiers, seeing a prospective slope near to town, soon helped out with the cutting of the brush. Stumps were dynamited, burned, or pulled out and removed to one side of the slope. A trail was made which was 50 feet wide at the top, 200 feet wide at the bottom, and 700 feet long. The bottom of this slope opens into a natural meadow which spreads out to the left and makes a large landing area and room for turns. The slope of the hill varies from a flat surface at the bottom to 45 degrees at the top. One look down the hill by one of the skiers gave birth to the name, "The Suicide Slide." A speed course was laid out, straight down the hill. A slalom course has also been laid out and many skiers are finding new thrills in this business of making sliding turns at high speed. Enlarging and widening the slope is planned for next year, with the possible addition of a ski tow, and toboggan slide.

Rare Beauty Attends South African Pres-to-logs Factory



Here, in the midst of evergreens and backed by wooded slopes of South Africa, is the plant of Boxes and Shooks (Pty) Ltd., which operates under the direction of Mr. A. Kurland. The Pres-to-logs factory is that part of the plant in the upper right. At the left is a pile of logs. See story below.

Pres-to-logs Machine In South Africa Going Strong, Says Letter From Kurland

From far away Capetown, South Africa, some 10,841 miles from Lewiston by rail and water, comes word this month that the Pres-to-log machine purchased by A. Kurland, managing director of Boxes & Shooks (Pty) Ltd., is going strong and "the briquettes have found a ready and appreciative market."

In the above picture is the scene of this beautiful mill site "down under" the equator where the homes are painted white and evergreens dominate the landscape. One is impressed with the orderly and neat arrangement of the plant and its surroundings.

Months of preparation and trial with the kind of wood that grows on government reservations of the Union of South Africa followed Mr. Kurland's visit to Lewiston about a year and a half ago. The wood is said to be a species of white pine somewhat akin to Idaho white pine.

Following is a letter received by Roy Huffman, manager of Wood Briquettes, Inc., from Mr. Kurland:

"Dear Sirs:

"We are pleased to say that after

months of experimenting we have at last got the briquette plant working nicely and it has been producing since the beginning of December.

"Furthermore, the briquettes have found a ready and appreciative market and we cannot supply anything like the potential demand.

"Being the only machine of its type in this country, we had nobody to guide us in the assembly and we had to learn as we progressed. Now, however, the results have been most gratifying and it is some consolation to see something coming in the way of returns.

"If this machine proves a success we might later on be tempted to import a second machine.

"Please quote us for spare screw tips as we will have to order these soon. We would also like to have some illustrated advertising matter for briquettes similar to those you gave the signer originally, and any new ones you might have so that we can distribute at this end.

"With kindest regards of the season and wishing you the compliments of the season,

Yours faithfully,
BOXES & SHOOKS (Pty) LTD.
A. KURLAND,
Managing Director

P. S. We are enclosing an aerial photograph of our works. The briquette plant is the building on the extreme right.

Teacher: "Willie, did the stork bring a baby to your house?"
Willie: "Naw, pa said it was a lark."