

The FAMILY TREE

Published by Potlatch Forests, Inc.

Vol. I

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Number 6

Small Homes Program

Through the National Lumber Manufacturers' Association and the National Retail Lumber Dealers Association, the lumbermen of the United States are taking a leaf from the book of Henry Ford and Woolworth and are entering the low-price field. The "low-price" is to be on small homes and the "field" will be the mass buying public from which the two above mentioned gentlemen have made such a comfortable living.

From statistics on building construction in the past, it has been discovered that the average of residential construction is around the \$5,000 mark. Also, experts on that sort of thing have calculated that it takes an income of \$160 a month to own a home of this price. The one other fact that will enter into this demonstration is that only one in three families in the United States has an income of \$160 per month. The simple sum of these three statements is that heretofore the builders of America have been doing business with only about a third of their possible market.

The result of this gazing in the crystal ball is the Small Homes program. The Federal Housing Administration and members of the lumber associations are cooperating in the construction of about 3,000 small homes, in 1,000 units of three homes each, to be scattered throughout the country. These homes will be priced under the \$5,000 mark and have a price range which is designed to make them attractive to most of this greater two-thirds which have been neglected.

During the three months following March 1st, a very intensive schedule of publicity and promotion will be devoted to this idea. Newspapers, radio broadcasts, news reels, feature articles, housing guild programs, and mortgage clinics will all have a place in this attempt to give the American people the home-owning habit.

The National Lumber Manufacturers' and Dealers' Associations are

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"A Good Outfit"

After the great flood disaster on the Ohio and Mississippi, the Red Cross immediately organized to raise huge sums for the relief on the flood stricken area. Quotas for every county were set up and the huge task of collecting the needed money was begun by public spirited people all over our country.

On February 2nd the Lewiston Tribune carried an item to the effect that Paul Kelly's camp at Elk River donated \$50.00 out of a crew of only 34 men, entirely unsolicited. On February 3rd, the Tribune called to notice that \$351.50 had been donated by the Potlatch Unit of Potlatch Forests, Inc., in the same manner. On February 7th, the Tribune stated that Camps No. 20, 21, and 22 and the town of Headquarters had given \$278.50 to the Red Cross in Clearwater County. This sum was over half the entire quota of Clearwater County. To add a grand finish to a fine record, the amount of \$640.65 has just recently been sent to the Flood Relief Headquarters as a donation of plant employees of the Clearwater Unit.

We feel that we are a "good outfit." The men that work in our camps and mills and our contractors are what made us one. We are proud of all of them.

THOMAS A. KINNEY,
Assistant General Manager.

Our Woods Employment Office

Nelson Describes Work of the Orofino Office.

The management of Potlatch Forests, Inc., had for a number of years contemplated the opening of an employment office for the logging operations, but it was not until the latter part of the summer of 1936 that this idea became a reality. On August 19th, the employment office was officially established by the company at Orofino, Idaho, under the management of Adrian Nelson, Jr.

The idea behind the establishment of this office was to concentrate the hiring of woods workers in one central office. Everyone familiar with logging operations knows that the high turn-over of men engaged in woods work is one of its most common characteristics. At present, seldom does a day pass but that orders are received from one or more camps through Headquarters requesting that men be sent out to fill vacancies. There may be three or four men on one job within a month. The reasons for this high turnover range from sickness to a consuming "thirst," but whatever they are, the fact remains that the traditional logger is a roving man.

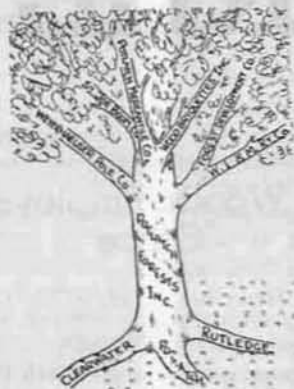
It was formerly the practice of woods workers to rustle jobs in the several logging camps. If they were not successful in getting a job in one camp they would move on to the next camp and continue this routine until they had made a complete round of all the camps, often without getting work. The employment office eliminated this unnecessary congestion and confusion in the camps by placing the source of work for the loggers in one spot.

Orofino was selected for this office because of its proximity to the company logging operations in Clearwater County; because a great number of residents of the immediate vicinity follow woods work; because it is easily

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THE FAMILY TREE



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

Robert M. Evenden, Lewiston, Editor
Miss Mabel Kelly, Potlatch
..... Assoc. Editor
Miss B. Stoddard, Coeur d'Alene.....
..... Assoc. Editor
Carl Pease, Headquarters
..... Assoc. Editor

Down the Editor's Alley

Every magazine of any national reputation seems to include once in awhile a self-rating test. They may test your personality, your chances of becoming a movie star, or the possibility of your making a good husband. Following the example of our contemporary publications and after a hectic week of preparing this sheet for the mercies of the press, we have prepared a popularity test. Answer yes or no to the following questions and, to score yourself, turn to Page Eight.

1. When asked to scrape up a little news for the FAMILY TREE, do you keep the idea in mind and pour in news notes at the end of the month?
2. Do you ever think of a question about this business of ours and immediately resolve to turn it in to the Questions and Answers department of the FAMILY TREE?
3. Do you treasure that good joke which just comes under the line, again with the generous idea of giving it to the entire crew through the columns of the FAMILY TREE?
4. When an unusual issue of the FAMILY TREE comes out and you really enjoy reading it, do you sit down and write us all about it?

Answer these carefully and turn to Page Eight.

Questions and Answers

Question: A man resides in Washington but works in Idaho. He finally becomes unemployed and is eligible otherwise to receive unemployment benefits under the Idaho law. Does his residence out of the state prevent him from receiving these benefits?

Answer: The state in which he works and into whose funds his unemployment insurance deductions have been paid, is the state which will pay him unemployment benefits. His residence has no effect on the matter. If he has worked in two different states, each having an unemployment insurance law, he could apply for benefits from both.

Question: What causes lumber to warp immediately after resawing?

Answer: This condition is a result of the fact that in anything short of a perfectly dried board, the outer layers have been dried at a faster rate than the inner layers. As wood dries, it shrinks. Picture then, the outer layers reaching a certain moisture content in their drying and trying their level best to shrink. They can't shrink because they are connected to the inner layers which are not as dry and do not want to shrink. Thus the outer layers go on drying out with their shrinkage stopped and become set in that condition. Eventually, the inner layers reach the moisture content at which the outer layers wanted to shrink and couldn't. They dry below that moisture content and they too want to shrink, but the tables are now turned and the outer layers which have become set in an expanded or partially shrunken condition keep the inner layers from shrinking. To the kiln man, this is "casehardening" and it is very difficult in commercial kiln drying to prevent it entirely. When this board comes to the resaw with "casehardening," its outer layers are set in an expanded or partially shrunken condition and the inner layers are being held in that position. When the board is resawed, the inside becomes one surface of the new board and it is now able to shrink, cupping the board as it does so, the degree of cup depending on the extent of the "casehardening."

Customer: "I say, barber, have you got another razor?"

Rough Barber: "Yes, why?"

Customer: "I want to defend myself!"



Safety Mindedness

Safety mindedness is a certain condition which safety engineers and those who promote safe practices hold up as the solution for the accident injury epidemic. We have used the term somewhat carelessly ourselves as an effort to define it clearly point out.

We believe that the term "safety mindedness" means that condition of the mind or thought processes of a person which automatically makes him think of each and every thing that he does in terms of the safest of all possible ways in which that thing may be done. Not that he must do it in such a manner because the Safety Code tells him so; not because the boss has made pointed remarks about the "new guy I catch doin' that"; but because he wants to do it that way. He must come by this condition through a clear, hard-boiled appraisal of his position, both in his family and in the organization of which he is a part. His position as the head of his family places entire responsibility in him for the care of wife and family. His position in his organization gives him the added responsibility of maintaining his place in line, taking his share of the work with those along side him and giving value for wages received. These burdens, light enough to one who is able, will bear a man down. Failure of all his trusts should accidents take from him the strength to carry them.

"I must work safely. My future life and the lives of those dependent upon me demand it!"

Small Homes Program

(Continued from page 1)

equipping their members with material with which to open this campaign. New selling methods are being urged, forsaking the sale of material for the sale of finished product, the home. There is no appeal in an unromantic "2x4" or a bundle of lath to compare with that which a bright and shining new bungalow has for the home-seeking family. Well machined nuts and bolts have sold very few automobiles.

Houses can be sold if they can be seen. This is the thought behind these demonstrator home units. Blue prints and architects' drawings will not be shoved under the prospect's nose. He will be shown the real McCoy. The program's advertising campaign is a far cry from the methods of the old-time back street lumber office. Price advertising will be a feature. Ads will read like a page from a mail order catalog and buying will be equally simple with picture, description and financing plan all there for inspection.

Boiling it all down, small homes, priced for the purchase of the mass market, sold from samples on a clear-cut pre-arranged financing plan, using mass buying merchandising principles, are to be placed in the show windows of America.

Our Woods Employment Office

(Continued from page 1)

accessible to motor vehicles, passenger and freight trains at all seasons of the year; and because there are more accommodations available for men who wish to stay in town and wait for a job.

Keeping in touch with woods workers, making the acquaintance of each one of them, learning their qualifications for the work, and knowing the type of man wanted by the foreman, are all part of the operations of this employment office. Due to curtailed logging operations of the company through the winter months and the large number of men available for work, men on the job during the past months have been less inclined to give up their work than formerly. The number of registrations at this time totals approximately 3,400 men. Of this number 63% are from Idaho, 29% from the state of Washington, and 8% are from some 31 other states.

Clearwater Woods Activities

HEADQUARTERS

The last heavy snow put the road in such condition that it took two 60's, one 50 and a "V" shaped plow 15 hours to open it up.

The weather the past week has settled the snow from a little over four feet to about three feet. This condition is ideal for Cedar making.

All camps were represented at a smoker and dance at Headquarters February 27, including Poirier and Reidt's, and the hall was jammed. The smoker featured three boxing events and one wrestling match. After this, everyone had a good time dancing.

POIRIER AND REIDT

Well, here we are again, and have done better this month. We have put in nearly a million and a quarter per, this month.

Snow is deep, have had 6'1" on the ground at one time at Camp and 7'4" on upper end of job.

Have had three men sent to the hospital this month, although none serious.

Our road drag surely keeps the road leveled up in fine shape. Drays and "Cats" are all doing fine.

Some flu in camp, but all cleared up at this writing, and everyone doing fine.

Road being closed, on the outside, keeps mail from coming in, which bothers most of this crew.

Old Sol has been doing good work on snow the past few days.

See you next month.

CAMP 20

The Clerk was so busy this month that the news was overlooked. However, the Clerk meant well and next month he promises to do his part.

CAMP 21

Although Camp 21 neither can claim any visiting salesmen as long lost brothers, nor sold any Briquettes in California last month, we managed to struggle along, producing 2,821,920 feet and generally enjoying the abundant winter sports, particularly the wading, and a little game called "hunting for chokers in a snow bank."

By the middle of March, "Final" will be written across all scale reports. The logging crew will turn the job over to a gang of Cedar makers, and

be off to town to do something about that winter-old thirst.

CAMP 22

Camp 22 sawed and skidded 2,851,230 feet of pine during the month of February. A crew of about 160 men worked throughout the month. Conditions have been rather adverse for logging the past couple of months with four to five feet of snow on the ground and much sickness in camp. The injury list, however, is not so large as in previous months.

Rutledge Unit News Items

The Rutledge sawmill expects to start sawing April 1st. At the present time the engine in the powerhouse is being overhauled and the dutch ovens underneath the boilers have been re-bricked. The old carriages in the sawmill have been replaced by carriages that were in the Elk River mill. This work will be completed in the next ten days and the sawmill will then be in shape to run the first of April.

A number of the sawmill men spent some time in January and February shoveling snow from the roofs at the planing mill and dry shed. We had more snow in Coeur d'Alene the past two months than at any other time since the mill started to operate in 1916.

A new window has been put in in the shipping office to give more light, and the desks have been rearranged to make it a little more convenient for the shipping employees to work.

"Potlatch Woods"

CAMP 6

Camp 6 was closed down on account of deep snow, and will resume operations in about two weeks. They have been getting out mixed timbers.

CAMP 32

Still making Cedar Poles with a crew of fifty men.

CAMP L

John Anker has a crew shoveling snow out of the flume, and getting ready for fluming. The road to the new camp is progressing in good shape.

A Cedar camp will start at once in the Park country, with a crew of 30 men.



A famous P. A. A. C. Team. Can you name them?

P. A. A. C. Takes on New Life

The month of February saw renewed activity and interest in the Potlatch Amateur Athletic Club. Reorganization, a membership campaign, a full-time physical director, a diversified program of sports and entertainment, and renovation plans were all subjects of discussion at a large mass meeting in the Club House held on February 11th.

Having suffered with other institutions during the period of tough times, the P. A. A. C. is taking on new life and fighting to regain the place it once had in the town of Potlatch in the old days when Max Williamson was the guiding light. That this interest and popularity can be regained is beyond question. When the fine gymnasium was first built it was the pride of the community and the activities of the club were supported 100%. The Idaho State tennis tournament was held there several years and attracted national ranking stars. At one time two major league ball teams were brought to Potlatch for an exhibition game. For years the P. A. A. C. supported one of the finest amateur baseball teams in the Inland Empire. They were a colorful aggregation and took on all comers, with credit to their club and community. The success of these enterprises speaks worlds for the way the club used to function. With the return of prosperity there is no reason why the P. A. A. C. cannot take its proper place in the community again.

Putting their shoulder to the wheel along with the people of Potlatch, the company has promised financial sup-

port to the extent of matching in cash the amount received in membership dues during the first month under the new setup.

Potlatch Mill to Resume Operation

The Potlatch sawmill will start again on March 15th. At the time of writing this depends on the ice in the pond, but there is every indication that this will not be a serious handicap in getting the wheels turning again. With literally more logs in the Potlatch pond than it can hold, log supply will not be one of their worries there for the time being.

The Potlatch mill underwent its annual going over during the shutdown and is in good shape to turn out lumber for the rest of the year. One important item of maintenance not mentioned in the February story of their repair program, was the dredging of silt and debris from the hot pond.

MENTAL CALCULATION

Math Prof.: "If there are forty-eight states in the Union and superheated steam equals the distance from Bombay, what is my age?"

Student: "Forty-four."

Prof.: "Correct. How did you prove that?"

Stude: "I have a brother who is twenty-two. He is just half nuts."

Margaret Anderson (to Dave Peterson one Tuesday morning): "Well, did you learn anything at Mr. Hansen's grading class last night?"

Dave: "Not much. I have to go back again tonight."

Clearwater Sawmill Back on Full Production

The fifth band mill started up again at the Clearwater sawmill on February 27th to run one day in the old month and start March with a full complement of head saws on both day and night shifts. This marked the end of one of the most extensive repair programs ever followed in this sawmill since it started in 1927. Each rig took its turn at being shut down while they were gone over from stem to stern and now the big mill is set again for many years of continuous operation.

With about 30 million feet of logs in the pond, the ice problem gone, and the shipping department calling for more and more lumber, signs all point to an active year for the Clearwater Unit. Having the night shift going this early in the year, in fact since December in 1936, will mean a longer run for that shift than has been enjoyed for some time.

AREN'T WE ALL

"Have ye paid yer income tax yet, Pat?"

"No, an' I'm glad I haven't."

"How's that?"

"I got a form terday wot says 'Final Application,' so it looks as if they've given it up as a bad job!"

Patient (in waiting room of doctor's office): "How do you do."

Second Patient: "So, so. I'm aching from neuritis."

First Patient: "Glad to meet you. I'm Mendelbaum from Chicago."

Potlatch Grads

Ambrose N. "Fred" Frederickson is in every sense of the word a Potlatch product, and one who has worked his way through the many phases of Weyerhaeuser Sales Company operations and activities until he is at the present time Eastern Zone Sales Manager with his office at Newark, New Jersey.

Fred was one of the "boys" around Potlatch when a lot of us were being put through our course of sprouts in the rudiments and fundamentals of the lumber business. He was a grader—and a good one—worked in the Shipping Office and in the Invoice Department. He went into the service during the war and won his commission in the Field Artillery.

Soon after the war he was drafted by the Sales Company and located as their representative at Bismarck, North Dakota. He immediately started "going to town" as a lumber peddler and after one or two moves landed at Trenton, New Jersey. Even in this fast company he continued to click and it was not long before the Sales Company lost him to the Weyerhaeuser Timber Company, who needed such a thorough lumberman in their Eastern distributing yard organization.

"Fred" soon mastered the intricate and involved methods of doing business through large distributing yards and has practically grown up with this vast enterprise during its years of expansion and ever increasing volume. It is true that in his present duties the big problem is the movement and distribution of huge volumes of Douglas Fir into the Eastern markets, and this monopolizes practically all of his efforts. Nevertheless, the mere thought or mention of White Pine still brings a gleam to his eye.

Like all Potlatch Grads, Fred is a regular guy and we are proud of him in spite of the fact that he is a shining example of a good native "White Piner" gone wrong through the wrong kind of association. O. H. L.

Silas: "What's this I hear, Hiram, about your hired man falling off the roof when he was shingling the barn last week?"

Hiram: "Yeh. He fell into a barrel of turpentine."

Silas: "Did it hurt him much?"

Hiram: "Don't know. They ain't caught him yet."

Scheduled Maintenance At Clearwater Unit

(Editor's note: For better than a year, a rather new and successful plan of sawmill maintenance has been operating in the shipping departments of the Clearwater Unit. The following article, written by Claire Wilcox, covers this plan.)

Let's get at the definition of maintenance first—then we will be writing and thinking about the same thing. The simplest, yet most comprehensive statement we found reads, "Maintenance is the function of keeping structures, equipment, and services in condition for efficient plant operation." So that these duties may be carried on as economically as possible, there must be regularity of performance, for which records for supervision, planning and scheduling are necessary.

The first step in setting up the maintenance schedules for the Clearwater Unit was listing by machine, or building in many cases, every part that required inspection, cleaning or overhauling, stipulating how often each job must be done. This was accomplished by studying foremen's recommendations, machinery catalogs and instruction books; through conference with foremen and maintenance men, and observation of the machines in operation.

The next step was to estimate the time required to perform the individual tasks listed. These estimates were based upon time studies, time cards, motor records (cleaning and inspecting motors only), observations, and discussions with the maintenance personnel. From these estimates it was possible to figure the approximate number of days' work on a man or crew basis, determining exactly what work was to be assigned to the different men.

Instead of working on a 52-week year basis, which varies from month to month and year to year, it was decided to work on a 48-week year—that is twelve months of four weeks each. Under this arrangement it is possible to combine different inspections without regard for calendar variations. The four extra weeks are left open to take care of delays resulting from breakdowns or other emergencies, and to enable the men to "keep up with the schedule" under all conditions.

It was our aim to keep Saturday jobs at a minimum as we wanted this day for general inspections and for making any replacements or repairs found necessary during the week. The chief reason for limiting Saturday jobs is that often a complete inspection and overhaul of a machine necessitates taking the machine apart and rebuilding it before it will function properly. We had to keep this reason uppermost in our minds at all times, because foremen preferred to have most of the work done on Saturdays. Therefore, before the final schedules could be drawn up it was necessary to mark as "Saturday job" only those which could not be done at any other time.

Building up the schedules themselves was essentially a process of distributing the work over the year—keeping in mind the tie-up with other individuals and departments.

The memorandums are distributed a day earlier than they are due so plans may be made accordingly. There are four copies of each memorandum—the instruction sheet for the man who does the work; the foreman's copy, the superintendent's copy and the file copy.

When the work is completed the instruction sheet is returned to the foreman, the superintendent, and the file clerk, consecutively, thus clearing all files. There is a time limit on every instruction sheet and if the work is not completed within the time specified, the file clerk checks to find out why it was not done, the reason, in each case, determining what action shall be taken to insure completion of the work within a reasonable time.

Visitors

Visitors during the past weeks to the Potlatch Forests Units were: Fred Chamberlain, representative of the Everett Hines Lumber Co. in the Boston territory and Don McClintock of the same company, in charge of their New York office. Both are Westerners, McClintock being a University of Idaho grad and former shipping clerk at the Shevlin Hixon Company at Bend, Oregon.

Cy Boemer, General Comptroller of the Weyerhaeuser Sales Company and J. C. Gillespie, credit manager of the Western Zone of the Weyerhaeuser Sales Company visited Potlatch Forests in February.



Rutledge Rejects

"Now suppose," said the teacher, "a man working on the river bank suddenly fell in. He could not swim and would be in danger of drowning. Picture the scene. The man's sudden fall, the cry for help. His wife knows his peril and, hearing his screams, rushes immediately to the bank. Why does she rush to the bank?"

Whereupon little Johnny exclaimed, "To draw his insurance money."

Teacher: "Johnny, give us a sentence using the word *torture*."

Johnny: "A heavy knock hit the door, and he leaped from her embrace exclaiming, 'I torture husband was in Texas!'"

"I turned the way I signaled," said the lady indignantly, after the crash.

"I know it," retorted the man. "That's what fooled me."

If a two-wheeled vehicle is a bicycle, and a three-wheeler is a tricycle, a one-wheeler ought to be an icicle. But it isn't, it's a wheelbarrow.

Old Lady: "You have a kind face. What did they send you here for?"

Prisoner: "I got twenty years for robbing my kid brothers' bank."

Old Lady: "Twenty years just for that?"

Prisoner: "Yeah. He was cashier of the First National."

Mercury Vapor Lighting Adapted to Lumber Business

The efficient lighting system which has been developed at the Clearwater plant by E. F. Schwartz, chief electrician, is a concrete example in contradiction of the accusation that sawmills are somewhat behind other industries in adapting scientific developments to manufacturing problems.

Late in 1934, an investigation was started into lighting methods as a result of numerous complaints from different departments to the effect that the light then furnished them was not sufficient for good work and caused eye strain. Chief among these complaints were those from graders, who insisted that anything short of daylight was not proper for grading purposes.

The course of the investigation took them to mercury vapor lamps. The Cooper-Hewitt lamp was the only one which was readily available, but the expense of one of their installations was entirely too much to make it adaptable. Finally, a manufacturer of a perfected mercury vapor light was located. This light could be used on a 110 volt circuit and would screw into a light socket, and one was secured for experimental purposes.

The first crude reflector was made and the lamp installed over one of the planing mill grading tables. No one liked it; it was hard on the eyes; not as good as the old Mazda lights; and so forth. Rather than condemn the source of light, it was decided that the reflector was the part of the installation which needed development, and they proceeded to build and later discard five different types. Many facts were discovered in developing a reflector which would efficiently handle this mercury vapor bulb. A difference of an inch in the location of the bulb would affect the total amount of light being delivered on the work.

After getting a reflector constructed which gave the greatest value in reflected light from this bulb, it was tried using the Mazda type bulb, which were then solely in use. It was found that the reflector delivered 15 foot candles more on the work than these bulbs formerly produced. Then came the work of developing the combination of both mercury vapor and Mazda bulbs, which is the installation

which is now in use at various places over the Clearwater Plant.

The combination consists of one mercury vapor bulb and three 20 watt Mazdas and produces what E. F. Schwartz calls "a synthetic daylight." As such it seems to satisfy the Clearwater graders, but he avers that the complete color correction is not yet made. To do this and give the light produced the same amounts of the color components as daylight would require three 300 watt lamps. Perhaps the graders will eventually ask for that.

THE WHEEL

Somewhere back of the dim dark past
When the haze of the earth hung deep
A man with a wizard mind was cast
To awaken his world from sleep.

And apart from the groping, sluggish horde,

With a sense of the things to do,
His rampant mind in fancy soared
And he dreamed of something new.

So he fashioned a form and he shaped it round

With a hub where a shaft went through,

And a rim that turned where it met the ground,

And his strange wild dream came true
For out of this primal thought were borne,

To be geared in a million ways,
The countless wheels that have whirled and worn

Through all the endless days.

So high on the scroll in the hall of fame,

Let the sculptor ply his steel,
And for symbol of that unknown name
Let him carve a crude round wheel.

—F. E. Comstock.

"Can I borrow your pen, Joe?"
Certainly."

"I'd like you to post this letter as you go to lunch, will you?"

"All right."

"Want to lend me a stamp, old chap?"

"Yes, if you want one."

Much obliged. By the way, what's your girl's address?"

And then there were the two men who went into partnership and had this clause written into their agreement: "In case of bankruptcy, the profits shall be divided equally."

Weyerhaeuser Pole Co.

A. D. DECKER

Two years ago, Weyerhaeuser Pole Company was organized and assumed its place as the youngest subsidiary of Potlatch Forests, Inc.

Incorporated in Delaware, and possessed with a broad charter characteristic of the State, the Pole Company was authorized to undertake and engage in all phases of the pole and piling industry. Serving a distinct and highly specialized trade, Weyerhaeuser Pole Company was created for the purpose of handling as a separate organization, the yarding, processing, marketing and distribution of the cedar "in the round" produced by Potlatch Forests, Inc.

The pole business is not, however, a new venture for the parent company and its predecessors. Prior to the creation of the Pole Company the production was marketed through Weyerhaeuser Sales Company channels. Even preceding the taking over of the pole sales by the Sales Company, thousands of poles were produced annually in our affiliated operations and sold to various pole distributors.

As far back as these early days, and before our poles carried the certification of the "Weyerhaeuser" trade mark, our production was widely known and advertised as "Big-butted Bovill Poles." The natural growth of cedar, particularly on the Clearwater drainage, with its uniformly heavy taper, large butts and low center of gravity, conforms ideally to all pole requirements. These "Big-butted Bovill Beauties," years ago, became the standard of perfection within the trade.

Western Red Cedar has long been recognized as one of our most decay-resistant woods. Since the days of dug-outs and totems this wood has been used, if available, where lightness, strength, durability, and stability in the ground were required. Its use for pole line structures started shortly after the Western Union put an end to the romantic career of the Pony Express by extending the first transcontinental telegraph line into California in 1861.

Cedar occurs intermixed in the natural stands of Idaho White Pine, which makes the production of poles and piling a component part of most white pine operations. Western Red Cedar is rarely found in pure stands.

In the woods operations of Potlatch Forests, Inc., pole making is supervised and done by the Woods Department closely following logging. Preferably, pole manufacture is done in the fall and winter "when the bark sticks." During these months, climatic conditions retard rapid seasoning which causes excessive checking. The thin layers of inner bark adhering to the pole also tend to cause slower seasoning and offer protection to the sapwood during skidding and handling.

The pole as it comes from the woods is a finished product, and great care is used in the handling operations from woods to the consumer. Poles cannot be handled as logs, which go through the mill for further manufacture and refinement. From woods point, poles are transported by rail, truck or water to concentrating yards at rail head where every stick is carefully inspected, and classified as to top, length, and ground line size. They are then piled in large decks for seasoning and storage. A normal yard stock consists of over one hundred different sizes. Poles are engineered to the point where strength values have been calculated for each size. Concentrating and distributing yards are maintained by the Pole Company

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Fish Briquettes

The writer was stopped in the Pres-to-log storage department at Lewiston a while back and was handed a rather dark looking briquette. Thinking, from past experience, that they wanted him to guess what it was made of, one nostril was gingerly applied to the smooth surface of the "log." The shades of memory rolled back to the old days in the canneries on the Lower Columbia and the odorous "gut" boats plying their way from one dock to another gathering the offal from the salmon canning operations to carry it to the fish meal factory.

The briquette was made of fish meal. Made as an experiment in Bob Bowling's program on briquetting everything, this fish meal briquette may mean a lot to manufacturers and users of this product. Fish meal is used as fertilizer, chicken feed, and dog food, and has developed an extensive market in Alaska. Shipment into this latter region will be simplified considerably by this cheap method of concentrating into a small bulk.

Pres-to-log Dealer Contest

The Fuel Department of Potlatch Forests is pointing with pardonable pride to the results of a contest staged among their 130 dealers in the Inland Empire. Substantial cash prizes went to the three dealers who showed the greatest percentage increase of their Pres-to-log sales in January as compared to December. The first prize went to the Farmers' Warehouse at Ephrata, Washington; second to Smith's Transfer at St. Maries, Idaho, and third place to the Odessa Union Warehouse Co., Odessa, Washington. The Farmers' Warehouse showed an increase in sales of 523.91% and a number of other increases ran well over the 300% mark.

The success of the January contest was so great that another was scheduled for the month of February, the returns from which have not yet been tabulated. However, what information has been received indicates that increases are still in order, whether due to the contest or to a general awakening of the public consciousness to "that Perfect Fuel."

Sales Predictions

Phil Pratt pleaded overwork as an excuse for not having more for his regular contribution to the FAMILY TREE. In the future, for those of you who may have been scanning "Sales Predictions" with a weather eye cocked on prospects of a prosperous future business, it will be safe then to begin to get suspicious if this column seems to lengthen out.

As one point, standing out in a generally good picture of business for the month, is the fact that, due to shortage of Ponderosa Pine and other woods, Idaho White Pine is finding new markets. While recovery of Ponderosa Pine stocks will no doubt regain some of this business for them, I. W. P. will have gained a foothold in several fields which may prove to become valuable markets.

For the month of February, one million feet were shipped for every working day from the three Units. This in spite of adverse weather conditions and the flu. "Spike" Baker wished to be quoted on the latter point to the effect that "the personnel has fully recovered regardless of opinions to the contrary."

WEYERHAEUSER POLE CO.

(Continued from Page 7)

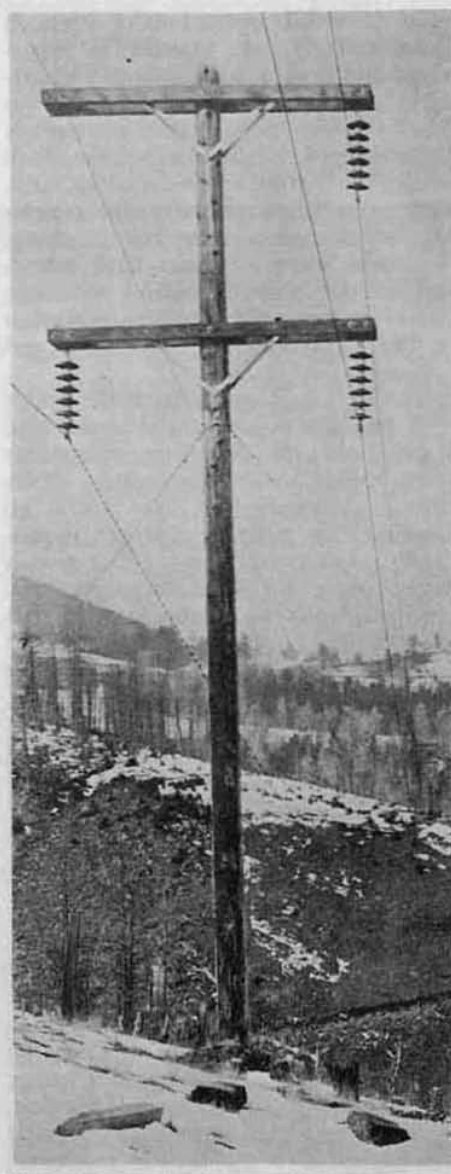
at Lewiston, Greer, Bovill, Spokane, Kootenai, and St. Paul. Butt-treating plants are located at all yards, excepting Lewiston and Kootenai. Stocks from these yards are shipped on a treating-in-transit rate to creosoting plants.

Butt-treating has become a very essential function of the pole business. Cedar has a thin sapwood and large percentage of durable heartwood. By proper treating of the sapwood with coal tar creosote to a height of one foot above the ground line, the length of service is practically doubled. In addition to butt-treating facilities, all yards are equipped to do all kinds of pole framing.

The demand for cedar poles is nation-wide. The principal users are the light and power companies, telephone and telegraph companies and the railroads. A new demand has recently been created for poles for rural electrification projects. Weyerhaeuser Pole Company supplies utility companies located as far east as the state of Maine, west into California, and as far south as the Ohio River. It has participated in the supplying of poles on the major governmental projects at Boulder Dam, Tennessee Valley and Grand Coulee.

The principal competitor of Western Red Cedar Poles is the full-length creosoted pine pole from the South, produced under low wage scales. The pine pole reaches the major markets in the East on very favorable rates of freight. In the far West, the full length creosoted Douglas Fir is becoming more in prominence in some localities.

The general office of Weyerhaeuser Pole Company is at Lewiston and Western Sales are handled from this office. The head sales office is located at Minneapolis, Minnesota. Sales representatives are located at all important markets. All poles are sold under, and branded with the familiar Weyerhaeuser brand and trade mark. The Pole Company is recognized as one of the major national distributors of Western Red Cedar poles and piling. The officers of the company are: C. L. Billings, president; Thos. E. Kinney, vice-president; Ray V. Clute, vice-president and eastern manager; A. D. Decker, secretary and western manager; H. L. Torsen, treasurer.

**Popularity Test Ratings**

If you have answered all the questions on Page Two with "Yes," we love you! (But won't believe it!) Three "Yes's," we regard you with deep affection; two "Yes's," you're swell guy; and one "Yes," you're still a pal. We haven't figured out how to rate a total absence of "Yes's," but then everyone should be able to answer one of them in the affirmative.

Boie Brings Back Box Business

Bill Boie, of the Lewiston Box Department, made a hurry-up trip to Klamath Falls Weyerhaeuser Timber Company's plant at the request of the Weyerhaeuser Sales Company. As a result of the trip he brought back a total of about 15 cars of powder shoo business for the Lewiston box factory. This business was transferred from the Klamath Falls factory due to over-supply of orders which they are enjoying at the present time.

IN HONOR OF ST. PATRICK

Pat and Mike were duck hunting. Pat saw a wild duck overhead, and gave it both barrels. To his delight, he saw the bird fall to the ground.

"Ye wasted that powder, Pat," said Mike.

Pat turned to Mike and asked, "Didn't I get the bird?"

"Sure you did, Pat, but the fall would have killed him anyway."

Left—Cedar pole in line service.
Below—Winter-cut poles decked in woods.

