

The FAMILY TREE

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Number 5

Unemployment Insurance Law In Idaho

In the December issue of THE FAMILY TREE, we covered briefly the Old Age Pension clause of the Social Security Act. In this issue, we are trying to put the Idaho Unemployment Insurance Law into a simple and easily understood form. This has been found to be quite difficult because of the numerous legal "exceptions, exemptions, etc.," but, as you have it from here on, we hope it is boiled down to at least "90% proof."

The Idaho Unemployment Insurance Law was passed in July, 1936, and approved by the Governor in August. It took effect September 1, 1936. Its relation to the Social Security Act is this: Under the national act, a tax was imposed on all employers of eight or more persons, beginning in 1936. If the state did not have an unemployment insurance law which satisfied the requirements of the Social Security Act, the entire amount of the tax went to the Government with none of it returning to the state. If, however, the state established the law according to the above-mentioned requirements, 90% of the tax moneys otherwise going to the Government could be used to pay the benefits of the State Unemployment Insurance. Naturally, and as it was planned, states were forced to set up these insurance laws in order to get some of the money which the employers of the state were paying as a federal tax.

In the Idaho law, an employer is an "employing unit" which, in each of twenty different weeks within either the current or the preceding calendar year, has or had in employment one or more individuals. This isn't all of it but enough for our story. Employers contribute quarterly to the unemployment insurance fund an amount equal to 1.8% of wages paid to employees during the year 1937 and 2.7% during the years 1938, 1939, 1940 and the first eight months of

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"A Good Outfit"

Early last year we received this letter:

MISSOURI-KANSAS-TEXAS RAILROAD COMPANY
Parsons, Kansas,
February 25, 1936

Potlatch Forests, Inc.,
Potlatch, Idaho.

Dear Sirs:

I was conductor in charge of M.K.T. train No. 271 on above date out of Parsons, Kansas, and handled a car of your lumber.

Myself and crew take this means to thank you for your business and we hope our service will warrant your routing many more shipments M.K.T. whenever possible. We do our best to please. Yours truly,

J. H. REDDEN,

Conductor M.K.T., Parsons, Kan.

This is a pretty fine example of the sort of thing that makes a company a "good outfit." No amount of effort by the "big shots" can put an organization across to the public unless the rank and file does its part. More power to you, Mr. Redden.

C. L. BILLINGS, Gen. Mgr.



Pres-to-logs in California, Huffman Writes of Sales in South

Probably every one of our readers knows that the manufacture and sale of Pres-to-logs has extended beyond our own back yard and that Pres-to-logs are made at Longview, Grants Pass, and Sacramento, Calif., in addition to the plants at Lewiston and Potlatch.

We believe, however, that many of our readers would be interested in the manner in which Pres-to-logs are sold in California. All of us know the claims made for the California climate, and as a general thing, no severe temperatures are reached in that area. However, some heat is necessary during several months of the year, and while natural gas and oil are the fuels most used, there is a lot of solid fuel used in fireplaces, trash burners and stoves.

Upon investigating the California market it was found that people do not buy fuel in large quantities, but purchase only small quantities at a time. The coal dealer sacks all of his coal, as he knows that he will only sell two or three sacks at one time to one customer. The wood dealer seldom sells more than a rick.

To introduce a new product like Pres-to-logs, it was necessary to get it into many channels of trade, so that the consumer would see it, for in an area of large cities, people do not buy their fuel by hand, but use the telephone to a large extent.

For these reasons Pres-to-logs in California have been packed in six-log cartons, and practically all of our sales in that state have been in that package.

We have not confined ourselves to fuel dealers as an outlet, but have established as dealers, grocery stores, hardware stores, filling stations, garages, and almost every type of retail merchant that exists.

The grocery stores have been by

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Unemployment Insurance Law in Idaho

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1941. After September 1, 1941, the percentage varies in accordance with the employer's benefit experience. For the last four months of 1941, his percentage is based on his record up to September 1, 1941, and each employer's rate for the twelve months, commencing January 1 of any calendar year, depends on the record up to the beginning of that year.

The amount paid in to the state fund by the employer and his employees are placed in one fund but are credited to that employer's account. In the same way, all benefits paid for unemployment resulting in his operation are charged to his account. If on September 1, 1941, the total contributions made by this employer exceed the total benefits paid and charged to his account, his contribution rate in the future depends on just how much surplus he has in that account. This works in the following manner:

If there is 10%, but less than 12½% of his average annual payroll left in his account, his rate for the next year will be 1.8% of wages paid. If it is 12½%, but less than 15%, the rate is .9%; and, if over 15%, no contributions need be made for the ensuing year.

It might be well to note here in regard to employer contributions that, if any plan is adopted by employer and employees in which employment is insured or benefits guaranteed sufficiently to be approved by the administrative board, no contributions need be made to the state fund. In other words, if equal or better protection is being given to the employee under a plan of their own, participation in the state plan is not required.

The Idaho Unemployment Insurance Law imposes upon each employee of an employer paying under the law a tax equivalent to one-half of the amount paid by the employer on that employee's wages. In 1937, we pay .9% of our wages and in 1938 the percentage will be 1.35% and remain at this until September 1, 1941, when our contributions will be affected by the same conditions mentioned above as governing the contributions of the employer. It might be well to mention that persons over 65 are taxed for unemployment insurance, while not for old age pensions.

Twenty-four months after the date

when contributions first accrue under the Idaho Act, benefits become payable from the fund to any unemployed, eligible individual. To be eligible, he must have had at least 26 weeks of employment within the 52 consecutive weeks or 40 weeks within the 104 weeks immediately preceding the close of his most recent week of employment. He must be physically and mentally able to work and be available for work to receive benefits and he must register at the agency designated by the Board in the manner and as often as the Board shall prescribe. The unemployed individual must have been unemployed for a total of three weeks before he may claim benefits. This three-week waiting period need not be consecutive but may be accumulated over the period of 52 consecutive weeks preceding the week for which benefits are claimed.

A week of employment is defined as each week after December 31, 1936, and after an employer has become subject to the Act, within which the individual performs any employment for such an employer.

An individual eligible to receive benefits who is totally unemployed in any one week will receive, with respect to such week, benefits at the rate of 50% of his full-time weekly wages but not more than \$15 per week nor less than either \$5 or ¾ths of his full-time weekly wage, whichever is lesser. Explaining this a little, should a man be earning \$20 per week and be totally unemployed and otherwise eligible to receive full benefits, he would get \$10 per week. A man earning \$10 per week would receive \$5 as benefits, but, say that a man was earning but \$6 per week, then he would receive an amount equal to ¾ths of \$6 as his benefit, because, first, 50% of his wages would be \$3, less than the minimum of \$5 prescribed and, second, ¾ths of his weekly wages is less than the \$5 minimum and comparably a fairer percentage benefit than \$5 would be.

An eligible individual who is partially unemployed in any week shall be paid a partial benefit of an amount which if added to his wages for that week would exceed his weekly benefit amount by two dollars. Taking the \$20 man again and supposing that he works one quarter of the week and earns \$5, his benefit will then be \$7, which will bring his total income to

\$12, two dollars more than the total unemployment benefit. However, if he works ¾ths of the week, his earnings are \$15 and he is not considered partially unemployed.

Duration of Benefits: Benefits will be paid in the ratio of one-fourth of the employee's weekly benefit amount to each uncharged week of employment within the 104 consecutive weeks preceding the close of his most recent week of employment but are limited to a total of 18 times the weekly benefit amount. Carrying on our principle of demonstration, we'll say that old man Doe whom we have had earning \$20 per week is suffering the pangs of unemployment and we want to figure what his total benefits can amount to during any period of 52 consecutive weeks. He has worked 52 weeks during the past 104 and is otherwise eligible. He can receive a total amount in benefits of ¼ of \$10 (his weekly benefit) times 52 or \$130 during the current 52 week period. If his unemployment continues, he may be paid additional benefits in the ratio of 1/20th of his weekly benefit to each uncharged week of employment in the 260 consecutive weeks preceding the close of the employee's last week of employment. If Doe could add another 50 weeks of employment by going back 260 weeks, he could receive an additional benefit of 1/20th of \$10 times 102 (50 plus 52) or another \$51. We hope he finds work by that time.

Refusal of Suitable Employment: If an otherwise eligible employee shall fail without good cause either to apply for available, suitable work when so directed by the employment office or the Board or to accept suitable work when offered him by the above or by an employer or to return to his customary self-employment (if any) when so directed by the Board, he becomes ineligible for benefits for the week in which such failure occurred and for not less than one nor more than five next following weeks (in addition to the waiting period) as determined by the Board, according to the circumstances in each case. Suitable employment with regard to the individual must be determined by the Board, but no employment shall be considered suitable should it result from labor disputes, or if the wages, hours, or other conditions of the work offered are substantially less favorable to the individual than those pre-

vailing for similar work in the locality or if as a condition of being employed the individual would be required to join a company union or resign from or refrain from joining any bona fide labor organization.

Discharge for misconduct carries with it the penalties of refusing to accept suitable employment. This is also true of voluntarily leaving a job. Participation in a strike makes an individual ineligible for benefits.

The administration of the Unemployment Insurance Law is in the hands of the Industrial Accident Board of the State of Idaho and this board is authorized to establish and maintain free public employment offices.

The foregoing is merely a few of the high spots in this new law. In writing it, as we mentioned in our introduction, we had to wade through a lot of legal phraseology which seems to be necessary to the law of the land. We have answered what are probably the most frequent questions. If there are any more, the Questions and Answers department of THE FAMILY TREE will welcome them.

Pres-to-logs in California, Huffman Writes of Sales in South

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far our best outlets and today, probably 90% of our sales in California are through these outlets.

As in every other territory, Pres-to-logs in California had to pass through the stage when they were considered a novelty or a curiosity, and had to survive the bad effects of being burned incorrectly by the purchaser, before they finally arrived and were recognized as an excellent fuel, competitive with other solid fuels on the market, and possessing distinct characteristics such as cleanliness, convenience, and freedom from ash.

Our sales in California this winter have exceeded all of our expectations. Despite the fact that we went into the fuel season in California with a large stock (as many tons as we carried in Lewiston a year ago), and what we thought was ample production to take us through the season nicely, the demand had cleaned us out on Jan. 11th, and since that date we have had nothing to sell except the tonnage which was being produced daily by the machines at Sacramento and Grants Pass.

Potlatch Grads

In a previous article under this heading, we have told you about the oldest and youngest Potlatch grads from the standpoint of Weyerhaeuser Sales Company service, namely Frank Hughes of Omaha, Nebraska, and "Ack" Asplund now is the Newark Zone office.

We cannot proceed further in this series before we tell you about a man whose name has been synonymous with Potlatch since the days in 1907 when that name first came into prominence as a manufacturing center for Idaho White Pine. He has left the imprint of his personality and "pep" all over our organization and just within the last few weeks, when he visited us with the Four Square Special, he was cited by Mr. Billings in a public meeting as "one who loves Potlatch and knows how to say so!"

We are speaking of Maxwell Webster Williamson. "Max" to you and me and everyone who knows him or anyone who is likely to know him. He came to Potlatch in about 1907 from Clinton, Iowa, where he had been employed by the Curtis Company, still leading manufacturers of sash, doors and millwork. He was soon made Assistant Sales Manager under Paul Lachmund and between them they built up a sales organization which one year (1912) sold for the Potlatch Lumber Company, 198 million feet of lumber.

Max knows his boards and Idaho White Pine, but above all he knows human beings and human beings know him. During his years at Potlatch he was the leading spirit in community affairs, especially among the young men. He was a good ball player himself and intensely interested in all forms of athletics. By his determination, he was directly and personally able to induce the company to build the fine gymnasium and community building which is still the center of all Potlatch activities. As long as it stands, the Potlatch Amateur Athletic Club will remain as a monument to his tireless energy.

When the Weyerhaeuser Sales Company was formed it absorbed the old Potlatch Sales organization and in 1924, Max was transferred to St. Louis, Missouri, to work out some difficult distribution problems the Sales Company had at that point. Later he was again moved to New York and organized the New York district office

which handled all sales in New England, New York State, New Jersey, Pennsylvania and other Atlantic Coast states. He had direct charge of some eighteen salesmen who covered the entire area and he made 'em sell White Pine. And they liked it because he had picked that kind of men for the district.

At the time our present zone organization was formed and the various districts abolished, Max was delegated to handle sales of car and construction materials to the eastern railroad line and he is still at it and doing it.

Whatever he is doing now or will be doing in the future, you can lay your bets that every old-time Potlatcher with him and for him. We will always be glad to see him and welcome him home.—O. H. L.

Rutledge Rejects

Him: "Well, I suppose you're plenty angry because I came home with the black eye last night."

Her (sweetly): "Not at all dear. You may not remember it, but when you came home you didn't have the black eye."

Curiosity may kill a cat, but a woman is usually quick to remember a cat has nine lives.

Brown was aroused from his sleep by his wife. "John," she whispered excitedly, "there's a mouse in the room; I can hear him squeak."

"Well," growled her husband, "what do you expect me to do; get up and oil him?"

A girl may wear a golf outfit when she can't play golf, a bathing suit when she can't swim, and a riding habit when she goes hiking, but when she puts on a wedding gown, she means business.

An evangelist says there is no buying or selling in heaven. Of course not; that isn't where business has gone.

WHILE OUR LEGISLATURE IS IN SESSION

The congressman's wife sat up in bed, a startled look on her face. "Jim," she whispered, "there's a robber in the house!"

"Impossible," was her husband's sleepy reply. "In the Senate, yes; but in the House, never!"

They Came, Saw and Were Impressed— We Hope

At least, the evidence pointed to that result when the Salesmen's Special train pulled away from the Clearwater Plant on January 11th.

The Special entered Potlatch Forests territory when it pulled into Spokane, Thursday night, January 7th, and it was greeted by officials of Potlatch Forests, Inc., from the three units.

At a general meeting held in Spokane that evening, C. L. Billings, Vice-President and General Manager of Potlatch Forests, Inc., called on R. M. Weyerhaeuser, President of Potlatch Forests, Inc., who started the meeting off with a short speech of welcome. Mr. Billings then introduced a series of speakers whose subjects were the Rutledge and Potlatch Units. These included C. O. Graue, Manager of the Rutledge Unit; J. J. O'Connell, Manager of the Potlatch Unit; and G. F. Jewett, Treasurer of Potlatch Forests, Inc. Max Williamson of the Sales Company, reminisced of old times at Potlatch.

Friday morning, the train left for Coeur d'Alene and after some difficulty, arrived at the Lake City. The rest of the day was spent in an inspection of the Rutledge plant, with luncheon and dinner being served on the train. The train left Coeur d'Alene that evening for Lewiston. The scheduled stop at Potlatch was, at the last minute, omitted for reason of the severe weather conditions.

As another mishap in what seemed to be a continuation of the hard luck which had marooned the Special in the snow drifts of Montana for three hours with a broken drawbar and no heat, the Lewis-Clark Hotel was minus its usual warm welcome due to a damaged heating system. In spite of this, the scheduled morning meeting was held on Saturday in one of the banquet halls of the hotel.

Chairman C. L. Billings introduced Mr. R. M. Weyerhaeuser, who welcomed the group to Lewiston and the Clearwater Plant. Speakers on the program were Mr. T. E. Kinney, Assistant General Manager in charge of logging, who explained and described our logging methods, and Mr. O. H. Leuschel, Assistant General Manager in charge of manufacturing, who outlined Potlatch Forests plans for 1937

and discussed stock and shipping problems. As a result of Mr. Leuschel's speech, discussion from the floor was held on shipping and sales problems with Mr. Phil Pratt, Sales Manager, Mr. Leuschel and others of the Potlatch Forests organization, answering questions from the salesman.

The afternoon of Saturday was taken up by visiting and many of the visitors went on sight-seeing trips in Lewiston and the surrounding country.

At about 6:30 in the evening, dinner was served to the entire group of salesmen and many members of the Potlatch Forests organization. This was actually a banquet without a single speech! Programs and favors featured this part of the evening. The programs were printed on pieces of Idaho White Pine and the backs of these boards furnished ideal places to gather autographs. The favors were small peavies, 6 inches long and stuck in a miniature log. Correct in every dimension and detail, they were as staunch as a man-sized "hook." Spirits were high at the dinner and singing led by W. G. Seabold of the Sales Company was enjoyed between mouthfuls of steak.

Gathering the group in the meeting hall, C. L. Billings, this time as Master of Ceremonies, introduced Mr. C. T. Stranahan, whose speech, "Pioneer Days," gave facts on early lumbering in the Lewiston and Clearwater region. Following this, Mr. Billings announced three plays put on by members of the Clearwater Unit, entitled "Orders—As Got," "Orders—As Disgust," and "Orders—As Cust," delivering his now famous epigram on the "Way We Think, You Think—." The movies of the logging operations taken during the filming of "Come and Get It" were then shown. Mr. H. T. Kendall, Manager of the Weyerhaeuser Sales Company, gave the closing speech of the program, "Here's Looking at You, Mr. Potlatch."

Sunday was observed as a day of rest and on Monday morning, January 11th, the train was taken to the Clearwater Plant and parked on a siding. Guides from the plant then escorted the various groups through the plant for the remainder of the day until about 4:00 p. m. At this time, the Special started loading up for its departure and at 5:00 o'clock, pulled out on its trip to Emmett, the next stop on the tour.

Potlatch Sawmill Repairs

The Potlatch sawmill started its seasonal shutdown on January 26th and will be down for about 60 days. There are enough logs in the pond at present to run the mill $2\frac{1}{2}$ or 3 months when operations are again resumed. This yearly shutdown gives an opportunity for minor repairs to be made and during the ensuing two months the following work will be done:

At the head end of the mill, the lower end of the log chain will come in for minor repairs. The carriage on No. 4 rig is to be rebuilt and the tracks on all four rigs will be resurfaced and lined up. The annual job of grinding the band wheels will be accomplished during this time.

On the gang saw, 7 or 8 days of repairs are scheduled, truing up and overhauling, and the edger behind No. 4 rig will have some work done on it, the other edgers being in good condition. The slide from the slasher to the conveyor needs some repairs to replace rotted timbers and there will likely be some minor adjustments and repair to be done on the trimmers.

In the power departments, the big Corliss will be taken down, inspected, and re-aligned. It is planned to replace the present 600 K.W. turbo-generator with one of 1000 K.W. rating and the 1500 K.W. unit will receive an inspection. A steam receiver will be installed in the sawmill to reduce the velocity of steam coming to the sawmill equipment with a resultant reduction in the amount of water carried over. A repair job is to be done on the conveyor carrying fuel from storage to the boiler room.

Creditor: "Can you pay me that \$5 you owe me?"

Debtor: "Yes, if you'll furnish me with a receipt."

Creditor: "Oh, you don't need any receipt, just pay me and it will be all right."

Debtor: "Is that so? Well, listen, if I should die and go to heaven without a receipt, and St. Peter starts checking up on me, and doesn't want to take my word about payment, I don't want to chase all over hell looking for you."

Clearwater Woods News

HEADQUARTERS ACTIVITIES

Headquarters will formally open the recreation hall Saturday night with a smoker, followed by a dance and supper. The fighters are all local fellows that are working at the different camps in and around Headquarters.

We now have a first aid man at Headquarters whose name is Doc Street. His headquarters are in the hospital car which sits alongside the warehouse. There is also an ambulance which will be kept in readiness for cases that have to be taken to the Orofino hospital.

We have about 3½ feet of snow and prospects of lots more! The road from Pierce to Headquarters is being kept open by the Forest Service rotary snow plow.

REED'S CREEK NEWS

Snow and lots of it. Sixty inches of it on the ground at this writing and still at it. Logs have been coming in fairly well, considering the depth of snow. Jammers have had some tough luck, but we keep them on their feet as much as possible.

Snow shovels are the most prominent tools around camp now, and if this snow ever starts to melt, Camp 22 had better look out or we will be in their back yard.

CAMP 20

The recreation car has been in use three or four days. Everyone welcomes it as a distinct improvement of the old tables in the bunk cars. Nearly everyone in camp has made use of it in the few days of its existence.

The camp has been pretty hard hit with illness and a few minor accidents. Some of the more serious patients have been removed to the hospital. Some are fortunate enough to have fully recovered and are able to be back working.

Camp 20 loaded 2,895,730 feet on 365 cars. There are approximately 138 in the crew.

CAMP 21

Camp 21 cut, skidded and loaded 2,932,690 feet on 352 cars this month. Approximately 155 men are at this camp.

CAMP 22

Camp 22 loaded out 3,014,520 feet on 389 cars. The crew consists of about 155 men.

Mr. Kinney gave us some additional dope on logging in the Clearwater

woods, covering some of the contract camps. Fromelt's is putting about 2½ million a month on their spur at the mouth of Quartz Creek and is employing about 125 men. Olsen's camp, a contract camp in Orofino Canyon, is loading 4 or 5 cars a day, while Poire and Reidt are doing about the same in their camp at the end of the Camp 22 spur.

All the camps, with the exception of 21 which will probably be finished about the first of March, will operate until such time as camps can be moved into Beaver Creek, probably about the middle of May. Fromelt's will likely be in their present location all summer.

Thirty or 40 men in the various camps are making cedar poles, but the production of cedar will increase in about a month when poles are easier to peel.

The winter has been an ideal one for logging and the pond at the Clearwater plant has 25 million ahead of the saws. This figure should be raised to 50 million by the first of May with the addition of the drive footage.

Wood Carving Booklet Prepared

The Western Pine Association, Portland, Oregon, has announced the publishing of an elementary manual, entitled "Wood Carving for Pleasure." This 24-page, illustrated booklet has been prepared by the Association in collaboration with Herbert Rayner of Portland, a professional wood carver for over 34 years.

The text covers the principles to observe when carving wood, the essential tools required, and the different types of wood carving, beginning with the more simple types and advancing to the more difficult types of low relief carving, bas relief, and sculpturing or carving in the round.

This book is filled with illustrations and is very practical in its application. Single copies can be secured without charge from the Western Pine Association, Yeon Building, Portland, Oregon.

NO LOST MOTION

Al Jensen, to workman on concrete job: "What's the matter with you? You gotta go faster than that!"

The Poor Guy: "I don't feel well, Al. I'm trembling all over."

Al: "All right then. Get over there and sieve that sand."

"Potlatch Woods"

CAMP 6

Camp 6 is now well under way with their logging, after getting the camp painted and necessary repairs made. There are 60 men working, taking out mixed timber. One loading crew is alternating at Camp 6 and the Park country where there are a few contractors.

CAMP 32

Are now busy making cedar poles with no logging going on whatsoever. A crew of 50 men are working, and a lot of poles are being made.

CAMP 33

Camp 33 was closed down Jan. 26th after making cedar since Dec. The crew that has been here has been sent to Camp 32.

CAMP L

John Anker has finished his log haul and the pond is now full of logs. He is now busy tearing down a few buildings and getting ready to move the camp after the fluming is done.

A fire of unknown origin broke out in the camp cars that were left on the company spur a mile out of Elk River, early Monday morning, Jan. 18th. There were 13 cars in the string and it was impossible to put the fire out as the fire was not discovered until too late. These cars were to be used in the future for a construction camp.

Cold Weather Hits Potlatch

In spite of 35 to 37 degrees below zero, which is very near to 70 degrees below freezing, the Potlatch hot pond did not freeze. This important section of their pond can truly be said to keep a lot of men working by supplying logs to the head rigs which would have long since been frozen in the regular, unheated sections of the pond.

Snow and ice on the roofs of houses in Potlatch have been removed by the townsite department due to the resulting backing up of the water. The bulldozer used in the fuel pile was called out twice to clear the streets of snow, was sent to Camp 33 once, and used twice to clear the way into the company ranch.

Mistress: "Marie, when you wait at table tonight for my guests please don't spill anything."

Maid: "Don't worry, ma'am, I'll keep my mouth shut."

The Potlatch Mercantile Company

The traditions of our company's different units are very distinct and characteristic. For instance, an old Elk Riverite will tell you of the winter of the big snow and how the 40 "snoose-less" Swedes dug out the Milwaukee track from Bovill to Elk River. An old Rutledge denizen will give you tales of wide selects and cool summers. But get a Potlatcher away from home, show him Macy's or Marshall Fields and he'll come right back at you with "—but for a town the size of Potlatch, our Mercantile has got 'em all beat!"

And his pride is a just one.

When the building of the Potlatch plant was commenced, a company store was a necessary part of the new town. On what is called the "flat," the original store did business in a frame building under the management of a Mr. Marshall, handling work clothes, groceries, meats, patent medicines and some mill supplies. In 1907, the present building was started and the stock moved from the frame shack on the flat to the same location on which the Potlatch Mercantile Company is now doing business, 30 years later. This building was of brick construction, 135 feet across the front and 120 feet deep, with two stories and a full basement. Marshall was in charge until 1909, and at that time was succeeded by A. A. McDonald. For 12 years until 1921, McDonald was the hand at the helm of

the organization and during this period, the Potlatch Mercantile developed its personality and formed its traditions.

"Mac" was a jovial, good-natured man, liked by everyone and whose sole ambition was to build the store's business. He made it his byword that he would buy anything of value. To test him, a farmer brought him two porcupines, but McDonald took them in exchange for merchandise and put them in the window for sale. His sale days are still talked of and their excitement and fun perhaps longed for a little by those who attended them. He used every means to get people out to these sale days. Free feed for the horses (surprisingly large spans were used to draw a light sulky sometimes); free lunch in the hall over the bank; a free dance in the evening; and the giving away of merchandise prizes were all methods which Mac successfully put into use. The greatest crowds of people ever known in that part of the country were the result. As a steady attraction to the people of Potlatch and the surrounding country, a tie-in shed for horses in bad weather was available for customers, and in fact is still standing and some of the stalls in use for riding horses of Potlatch school children. At the company ranch, a fine registered bull and a thorobred stallion were kept for the farmers.

McDonald's ambition was to build the store up to an annual business of one million dollars. This he lived to do and in the early 1920's while the

Potlatch Mercantile was furnishing supplies for the camp commissaries, the goal was reached.

Just as in every branch of our organization, story after story can be told, interesting, humorous, and pathetic, the full story of this period from 1909 to 1921 cannot even be touched in a short article. We cannot tell one without neglecting a better one.

In 1921, the management of the Potlatch Mercantile was taken by A. W. Douglas who held it until 1923. He was succeeded by Alec Walsh, who remained until 1927, at which time the present manager, A. G. Ferguson, took charge.

While some changes in the store itself had been made prior to this time, the most important of which was the addition of four modern apartments across the front of the store, it was under Mr. Ferguson's direction that the present modernization was undertaken. In 1934 and 1935, the entire store plan was changed, installing an open display of merchandise for the close inspection of the purchaser. All departments were given wide, open aisles leading in every direction and giving easy access to different departments and a minimum of crowding. Perhaps the biggest change at that time was the opening of an arch between the store building and the building next to the Potlatch Bank. In this building was installed a modern hardware store, in the front of which Mr. C. W. Wentworth at the present time has a stock of jewelry and a watch repair shop. Modern lighting was installed everywhere in the store.

At present the store is departmentized as follows: groceries, meats, drugs, clothing, dry goods, shoes, crockery, hardware, implements, furniture, and a modern beauty shop. The Potlatch Mercantile root cellar is another interesting feature, with its large capacity of 30 carloads. A warehouse on the W. I. & M. Ry. Company's tracks holds hay, oats, feeds and flour. At the rear of the store is the implement house in which the reserve stock of farm implements, nails, wire, etc., is housed.

The original policy of the Potlatch Mercantile was to serve the employees of the company and the nearby territory, which has since become populated by farmers cultivating what is for the most part cutover lands of the old Potlatch Lumber Company. This



Potlatch Mercantile Company, Potlatch, Idaho

policy has been maintained and no attempt is made to draw trade from neighboring towns. For advertising, a multigraphed weekly special is used, containing free space for farmers to advertise exchanges. This reaches approximately 1,000 families by hand and mail delivery.

Office and bookkeeping methods are modern and complete. Monthly reports made are more intricate and detailed than those prepared by many larger institutions, doing a much larger volume of business.

A large number of the employees of the Potlatch Mercantile Company got their first training in merchandising in this store and the majority of them have been employed from 7 to 20 years, even to 25 years. The method of obtaining salespeople has been to select high school graduates of both sexes, take them into the organization and train them in the particular methods of salesmanship used by the company.

The pride of Potlatch people in the Mercantile Company is justified. Its part in the picture is more than that of a place of business. Neighbors visit in its wide aisles; friends are behind the counters; high school girl meets high school boy outside the front door. It can properly be called a public institution in Potlatch, successfully carry on a record of fine service to the people of that community.

Weyerhaeuser Sales Company Vinegar Stain

An inexpensive "home-made" stain has been discovered by the Weyerhaeuser Sales Company which is good enough to pass on to readers of the FAMILY TREE. It is made by soaking a handful of nails in ordinary vinegar.

Developed as a part of some experimentation in staining Idaho White Pine and Ponderosa Pine, it was found that the "juice" resulting from this combination produces a beautiful gray tone to the wood. Put a handful of nails in a quart of vinegar and let them stand for 24 hours. The longer it is allowed to stand, the darker the stain and the quart of stain produced will cover about 150 square feet of paneling.

To use, first sponge the wood with clean water and allow to dry. Rub the raised grain down with fine steel



Out on the Job.

wool or sandpaper and brush on the stain, wiping off any excess amount which may collect in grooves. After the stain is thoroughly dry, use fine sandpaper or steel wool and then coat with a white shellac thinned with 50% wood alcohol. Sand this lightly after it has dried and give the paneling a coat of wax.

Rutledge Notes

Assistant Editor Stoddard writes from Coeur d'Alene: "During the month of January we have had some real winter weather in Coeur d'Alene. For a day or two the thermometer at the plant registered 22 degrees below. The snow was plenty deep and measured about 32 inches, but during the last day or so we have had a little rain and wind, which is relieving the situation a little. The deep snow has inconvenienced the operators in the yard a great deal. The main storage shed roof has been shoveled off as the snow is so deep and heavy that there is always danger of damage with such a load. Here's hoping the month of February is a little milder."

The Rutledge Unit enjoyed the visit of the salesmen in January and especially those who were former Rutledge employees. These were, J. P. Weyerhaeuser, Jr., Fenimore Cady, Sanford Delyea, Joe Loisel, Jr., S. M. Loisel, J. J. McMillan, J. E. Hutchins, Robert Constans, T. J. Lynch, R. A. Horchner, W. W. Ude, D. H. Bartlett, G. G. Perdw and A. K. Moore.

Sales Predictions

When we called on Phil Pratt, Sales Manager at Lewiston, for his regular contribution of news to the FAMILY TREE, we found him reading a copy of a wire with his face engaged in a very self-satisfied expression.

"News?" says he. "Listen to this!" — and he mentioned that the last car of L. W. P. was the finest car of lumber he has had in years. It arrived in perfect condition, not a cinder in the car and not a piece damaged. The care taken at the mill in loading was wonderful and just another reason why we get all this business.

We had to admit that, while none of it was exactly news to us, still it was darned good publicity and we were glad to use it.

Mr. Pratt reported a good order file and quite a little business in January in spite of the fact that the salesmen were off the road. Shipments at all units were somewhat off due to a shortage of some items, the result in part of the effect on production of the extremely cold weather. The end of the maritime strike released a few orders for shipment.

Optimism was expressed for the spring business.

Rutledge Unit Repairs

On Friday, January 8th, the sawmill of the Rutledge Unit at Coeur d'Alene started a short seasonal lay-off. As this part of the plant has been idle for some time prior to its run in 1936, extensive repairs are being made during the shutdown. J. L. Frisch, superintendent of manufacture, made a one-day tour of inspection of the plant and stated that repairs would extend through the power house, sawmill, green chain, and green chain transfers, and will put the plant in good condition for its start early in the spring. More directly connected with the shipping end of the operation, which is still running, the machinery used in loading and unloading units of lumber is to be improved to speed up its operation.

OH BOY!

Watchman, on the Clearwater pond: "Pardon, Miss, no swimming is allowed in this pond."

Cutie from Lewiston: "Why in heck didn't you tell me before I undressed."

Watch: "Well, there ain't no law against undressin'!"