

An introduction found in a
1907 promotional photo-
graphic booklet by P.Lbr.Co.



WITHIN the present decade only have the extensive forests of Idaho begun to attract the interest and attention of the lumbermen and timber men of the Upper Mississippi Valley and further east. The northern or panhandle district of Idaho has been, in the popular mind, a mountainous country given over to mineral development, but in its area are contained beautiful lakes and streams, bordered by fertile rolling hills, on which are found magnificent forests of Pine.

In Latah County the Palouse and Potlatch Rivers find their head waters and in these and contiguous basins is found the largest body of standing White Pine in this country.

For many years this timber escaped the attention of the lumbermen, but with the passing of the forests of the east and the middle west the wonderful timber growth of Idaho did not long remain unsought.

The Potlatch basin contains some of the very best of the White Pine.

Potlatch is an Indian name given to the district because it was a beautiful country abounding in fish and game, and was, therefore, the natural meeting place of the Indian tribes for the holding of a big "potlatch." The name means in short a great feast, a good time and a general distribution of good things.

When the time came to choose a name for the company which had acquired a considerable holding of this timber it was natural that the name Potlatch Lumber Company was selected. The name means to buyers of its product a good quality of the best lumber manufactured in the West.

The Potlatch Lumber Company was organized as a corporation in 1904 and in September, 1905, began the erection of what is said to be the largest and best equipped milling plant in the country, building in connection therewith the town of Potlatch.

Potlatch is located on the Palouse River and on the Washington, Idaho & Montana Railroad, about eight miles east of the western boundary of Latah County, Idaho, which is also part of the division line between Idaho and Washington.

(Continued)

The town is a company town, all the real estate, houses, stores, hotels, church and school buildings being owned by the Potlatch Lumber Company.

Complete water, electric light and sewerage systems have been installed. Two hundred and seventy-five houses of varying designs have been built and the population numbers fifteen hundred at this writing, September, 1907. Two church buildings have been erected, one for the Catholics and one for the Protestants. The Union Church of Potlatch (Protestant) has fourteen different denominations represented in its membership. No saloons have been allowed. The school facilities are only equalled by those of larger cities.

The Potlatch Lumber Company also owns and operates two other mill plants, one at Palouse and one at Colfax, Washington, each with a capacity of 50,000 feet in ten hours.

All three plants are located on the Palouse River, which at all seasons of the year furnishes ample water for log storage.

The climate is such in the Palouse country that the mills can be operated the year through.

The timber resources owned by the Company are extensive enough to keep the mills running many years.

The Company also operates a Yards Department, with twenty-five yards located at various towns of Idaho, Washington and Oregon.

The Washington, Idaho & Montana Railway Company, a separate and distinct corporation, also makes Potlatch its headquarters. It runs from Palouse, Washington, to Bovill, Idaho, a distance of forty-seven miles and furnishes to the Lumber Company an easy means of transportation for its logs and lumber. Connection is made at Palouse with the Northern Pacific, Great Northern, Burlington, Canadian Pacific, Soo, Spokane & Inland, Oregon Railroad & Navigation Co. and Union Pacific.

A projected line of the Chicago, Milwaukee & St. Paul Ry. will, in a short time, extend to Bovill, giving a direct connection at the eastern terminus with that road.

The Railway Company has at Potlatch its machine shop, car repair shop and round house.

Words do not always sufficiently impress the reader with distinct ideas and we therefore accompany this sketch with some cuts showing the plant, town and timber resources.

A cordial invitation is extended to any visitors to the Northwest to call at Potlatch and inspect the plant.

POTLATCH LUMBER COMPANY.