

PAPER IS MOST VITAL PRODUCT IN WORLD TRADE

World Progress Is Determined By It Paper Supply

"If the manufacture of paper were stopped for a year, world progress would slip at least ten years and there's no way to estimate how far back it would be retarded educationally," Rotarians learned, Tuesday, when Dewey Akers spoke on the subject of paper.

"Figures may be available in the department of commerce, or some other department in Washington on the yearly manufacture and consumption of paper, but when assigned this topic, I had not the time to get an answer from my inquiry. However, from trade journals, I did get figures on consumption of newsprint, alone.

"Estimated consumption of this one type of paper alone in the United States for 1948 is 5,140,806 tons. While this is the largest consumption of newsprint ever reported, it still cannot give a person the idea of the yearly consumption of paper, just in this country.

"During 1948, just those daily newspapers reporting to American Newspapers Publishers Association, used 4,009,829 tons, an increase of 12.5% over 1947, and 27.9% over 1946.

"Daily newspapers represent a third of the publications in the consumption of newsprint. Those several hundred thousands weekly newspapers use a like amount. The so-called pulp magazines are heavy users of newsprint.

"On the basis I have tried to estimate newsprint consumption, it would be safe to assume that about 15 million tons are used a year on the basis of 1948, but in any case well over ten million tons a year on any previous year's consumption.

"Gigantic as it may be, newsprint is the smallest portion of the entire paper manufacture. It is estimated that there some 250 different types of papers used in the printing industry. Those 250 different types is less than one-

fourth the number of items one may be found made of paper.

"As I stated before, I couldn't obtain in time any figures on the manufacture of paper, used for this resume of paper industry, so let's just take a jaunt about this town and see how many items we can find which are either wholly or partially paper. We are not going to look at the paper sacks, the wrapping papers, the boxes containing different items you may buy, but just those things which we'd expect to be paper.

Take Moore's Variety for instance: Paper puts the 'variety' in the name of their business. It isn't said, understand, to be humorous, or to cast any slurs, but just to acquaint you with the multitude of uses made of paper.

"Since your imagination may carry you on to some kind of a story about paper let us consider the tons and tons of paper used alone in the manufacture of books—books you like to read, and some that our children use in school. Can you estimate just how much that would be in the United States? I can't but let's consider our own school. Maybe you have an idea how many textbooks your children used. Take the number of children, here, in all the schools, and then do your figuring.

"Look at the different book clubs now existing in the nation. They average over a quarter of a million books each per month. This, mind you, does not take into consideration any of the magazines, among which are the Saturday Evening Post, Colliers, Good Housekeeping, and such big names. It does not take into consideration the over 15,000 listed publications in Writer's Digest and Writers Yearbook, two publications I have subscribed to for many years.

"Our colorful comics more than top the big magazines in users of paper. I could spend an hour on listing these, and never get out of the 'As' on the list.

"Manufacture of paper is just about next to the production of food in size. Over a million different articles are made of it—including locomotive wheels, so try to come to your own conclusion how important the paper industry is today—it'd be a good Sunday afternoon diversion."

These columns reach at least 5000 readers each week—use 'em.

Local News Items

Mr. and Mrs. Pete Lesmeister returned Monday from a few days trip which took them to San Francisco where Pete took examination for insurance broker in California, and to Fresno, where they visited their daughters. They saw Ellsworth Woody en route home.

See the line of ladies and gentlemen Gruen and Longine wrist watches now on display at the

Greyhound bus depot. Terms.

Mr. and Mrs. Ed F. Ackley returned Monday from San Francisco and Oakland. Mr. Ackley went there on legal affairs. Mrs. Ackley, who had worked at a laboratory, completed her work and returned home.

Pay for your watch as you use it. Liberal terms. Greyhound bus depot.

Dr. A. O. Schmitt, who spent last week at Portland, returned home Saturday.

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