

SOUTH COAST MILLING COMBINES NEW MILL, TRANSPORTATION SET-UP TO BUILD NEW INDUSTRY

The South Coast Milling Company, which went into operation last week, is a brand new affair in this neck of the woods. It's new in lots of ways.

The plant, which lies just north of town beside its companion company, South Coast Lumber, is as modern as they make them. The long corrugated steel-clad building houses a collection of the newest things in the lumber business.

Interested bystanders from Brookings as well as lumbermen from all over will get a chance to view the new mill Friday, Oct. 9, when South Coast will hold open house. And it's quite a mill.

Lumber moves into the mill to be planed on a chain belt, which moves the pile of lumber dropped by the carrier up to a brand new gadget. This gadget picks up the load, tilts it, and starts feeding the rough lumber onto the belt which will take it, eventually to the planer.

Before it gets to the planer, though, it has quite a career. One roller moves it over, squares up the end, and feeds it onto a row of saws. The saw nearest the end slices off the tip of the lumber, so that it is exactly the length it's supposed to be. And while this is going on, another gadget stamps the mill trade-mark, "Socomi", on it.

From there it slides into the planer, which spews planed lumber out onto the green chain like spaghetti. But before it gets out of the mill, it has one more obstacle to pass.

A grader, watching the lumber, looks at each piece carefully as it passes. If he spots a stick that could be up-graded by a little trimming, he pulls it out a little. A gadget called a merry-go-round picks it up, whirls it out of the line, and runs it back to a re-saw man who'll trim up the piece, and thereby raise the grade — and the price.

From South Coast it's a 28 mile truck ride to the Crescent City dock, where the lumber is loaded on Sause Brother's barges, and hauled to Los Angeles by ocean-going tug.

It isn't just the mill that is new about South Coast's set-up, it's the whole package — from woods to Los Angeles. No one else has done anything quite like this, although South Coast Lumber has been shipping by barge for quite

awhile.

Why hasn't it been done before? Well, as Bill Fallert, who's president of both South Coasts, will tell you, it's kind of complicated.

In the first place, it's a volume deal. You don't ship lumber by barge in little batches. South Coast plans for at least four million feet per month, and maybe more. They need that much to keep the barges full, and to satisfy Los Angeles demand for Southern Curry Lumber which, incidentally, is highly rated on the market down there.

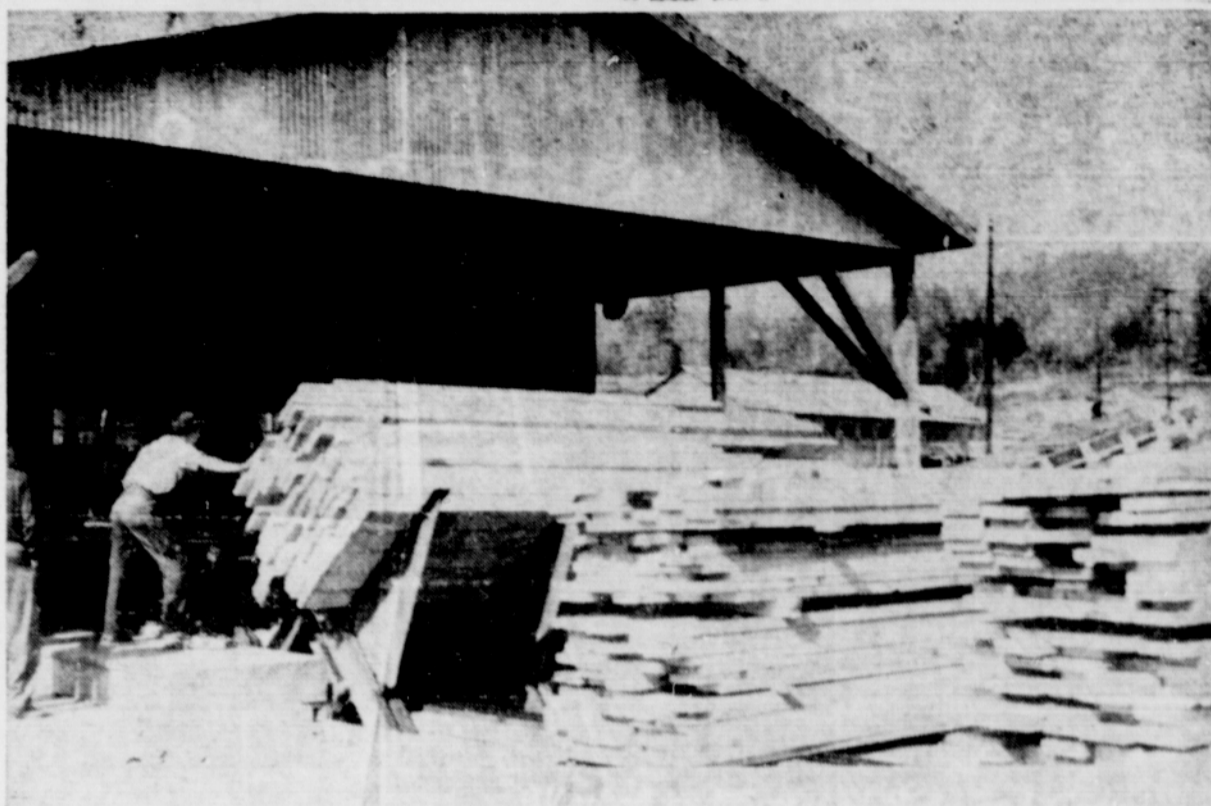
There aren't many mills that produce that kind of volume. It takes all of South Coast's gadgets to do it, plus some extras. Extras like Bill Fallert who runs the plant, and Charles Ames who keeps lumber coming to it. Like Warren Smith who keeps the market asking for South Coast products, and Bill Zickler, who, amazingly, keeps the records straight on where it came from, where it's going, and how to get it there. Other good men are necessary, like Bill Rooney, mill foreman, and Jack Howard, planer man.

And it takes a lot of lumber. More than any one mill around here is producing. So South Coast is taking up the production of at least eight mills, pouring their rough lumber into the mill, and shipping finished lumber out. There are some pretty good sized mills feeding lumber to South Coast, too.

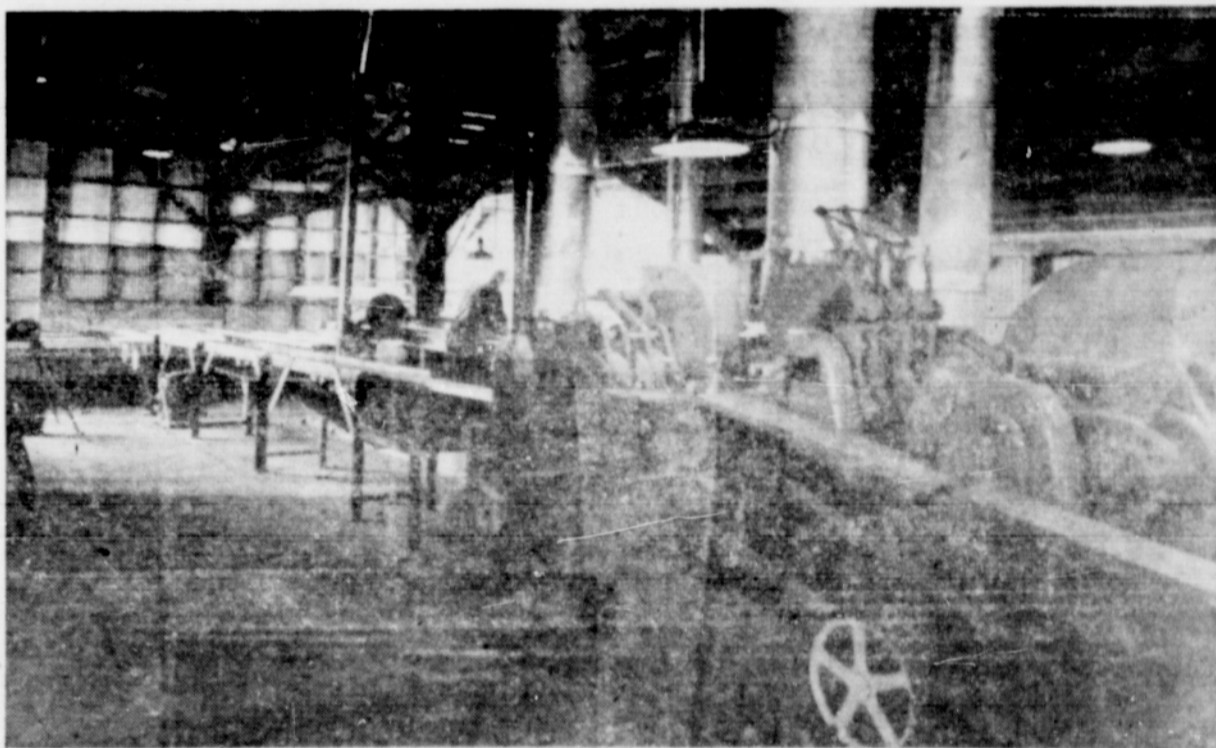
It works out pretty well for everyone. Barge shipment is cutting transportation costs for South Coast, and their trade marked, neatly packaged lumber is highly prized on the market... so highly prized it's sold before it's shipped. The rough mills like it... they dump their lumber in South Coast's yard, and they're through... As far as they're concerned, the lumber is sold. South Coast likes it... the natural excellence of Southern Curry lumber plus their excellent production methods are giving them a steady market. And Los Angeles likes it... they're clamoring for more.

Brookings likes it, too. Lumber milled at South Coast is going out of here, and dollars for it are coming back. It isn't logs that are leaving, and the dollars aren't going to out-of-town mills.

New Machinery Shown in South Coast Plant



This is the tilting loader, which takes a load of rough lumber and feeds it into the chain which will carry it into the planing mill. New machinery keeps mill humming.—Brookings Studio Photo.



Planing machinery and dust collecting system are shown here. System is most modern available. Blow pipe system and dust collectors were installed by Medford Blow Pipe Co. Brookings Studio Photo.

Congratulations!

South Coast Milling Company

and Congratulations, too, to Brookings on your new industry.

We're proud to have had a part in the building of Oregon's most modern planing mill, and we know that your community and South Coast will continue to grow together.

Designers, Manufacturers and Erectors

of

REES PRE-FABRICATED BURNERS

Steel Tanks, Smoke Stacks, Dust Collecting Systems, Spark Arrestors, Incinerators, Blowers and Fans.

Medford Blow Pipe Co.

1242 N. Central Ave.

Medford, Ore.

Phone 3-1008

You are cordially invited to

THE SOUTH COAST MILLING CO.

Open House

Friday Oct. 9

Afternoon only

to see

**Oregon's most modern planing mill
in operation**

SOUTH COAST MILLING COMPANY

Two Miles North of Brookings on 101