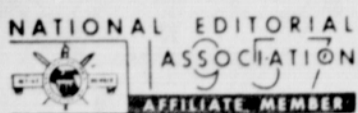


BROOKINGS-HARBOR PILOT
AN INDEPENDENT NEWSPAPER



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Ray Pisarek, Joe Murphy
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OVER HALF THE COUNTY

In another part of this week's Pilot is a story based on the annual report of the Siskiyou National Forest, written by H. C. Obye, Forest Supervisor.

Many people, especially those new in the community, just don't realize the impact that the Siskiyou National Forest has on the basic economy of this area. That Forest is one of the greatest assets that we have in Curry County, and the figures listed in the report will prove it to you.

Here is something else that you may not know. The Siskiyou National Forest covers MORE THAN HALF of Curry County. There are a total of 1,038,080 acres in Curry, and the Siskiyou Forest covers a total of 546,274 acres in Curry.

And another statistic. Curry county has more of the Siskiyou National Forest within its boundaries than all the other counties combined. Here are the acreage figures: Curry 546,274; Josephine 282,109; Coos 45,395; Del Norte 31,740, and Douglas 261.

The Forest paid into Curry County over \$323,000 in 1956. This goes substantially into supporting our county government. Another whopping sum poured into our economy was the total expenditures of the Forest Service, amounting to over \$1,000,000—of which a large part went into Curry County, mainly in building and maintaining access roads, bridges and the like.

Also in real value is the thousand and thousands of board feet of timber sold into Brookings and other Curry County cities for manufacture—without which many of our mills could not operate.

A third major factor of the National Forest is the recreation value, of which there is no way of measuring with dollars. Anybody with eyes can see that thousands of people take advantage of the Forest in one way or another from a recreation standpoint. Fishing, hunting, camping, or just getting into the "wilderness".

Finally, the report pointed out that work has been started on the examination of mining areas for determination of surface rights. We foresee the time that mining will account for a large portion of the area's economy.

We have been more than moderately pleased with the work of the Siskiyou officials, from the Chetco District Ranger W. E. Ragland on up. We feel that their planning, engineering, re-forestation, maintenance, and conservation have always been on a very high level.

The cry has been heard in recent years about government waste and inefficiency. We say that there is little of that in the Siskiyou Forest. We are proud of our government in action here. We are deeply appreciative of the role the Forest plays in our economy, and the way our Siskiyou Forest is being run.

Key to Progress

Time was—here in America—when advertising was carried on by word of mouth; today it is a vital and powerful force in our economy. Each of us is made aware of it every day—in newspapers, on television and radio, in our magazines, in buses and on highway billboards. Yet advertising is something most of us take for granted.

How did it become so important—and what does advertising mean to you and me in 1957?
Let's go back and see how it began. A hundred years ago mass production was non-existent; mass distribution unheard of. Americans were busy building cities and settling the West. People learned about products from their neighbors and brought at the local market. But as America grew and prospered, businesses became larger. Manufacturers had to find ways of spreading the word about their products. Small advertisements began to appear in newspapers and orders for goods even came from far away.

As people were separated by great distances in America, methods of communication developed rapidly. Manufacturers interested in supplying all possible areas of demand utilized these communication channels. At first, they wrote advertisements themselves. Eventually manufacturers called upon others to do this work, and the advertising industry began.

But how does advertising benefit us in 1957?
First of all, it brings us information. Advertising tells us where we can purchase the things we want and how much our purchases will cost. From the comfort of our living rooms, we can compare brands and prices, learn of a product's durability, new features or cost of operation. So when we go out to shop, we are the best prepared shoppers in the world with the widest choice of brands.

Advertising is a chain reaction that stimulates demand and creates progress. By spreading the story of a new or better product, a market is created for which manufacturers compete. Cheaper, more efficient production methods are developed, and prices go down. In the long run, the consumer is the one who profits most.

Every time advertising helps to make a sale, it puts money in action. The consumer, the salesman, the manufacturer, the employees, all share in part from a sale advertising has stimulated. Consciously—as a reader of ads and a consumer—and unconsciously—working at our daily jobs—we are a part of advertising. During this week, Advertising Week, let us salute the positive force of advertising which benefits us all.

Another Week in Slow Market

Few signs of optimism appear in the current slow lumber market as it completed another week marked with sluggish demand and continued low prices, according to Random Lengths, Eugene weekly lumber market letter.

The outlook may change if adverse weather conditions in the consuming areas subside.

Heavy cutting items are in fair demand, but this business is limited to those physically equipped to participate. Many of these are operating on curtailed production schedules.

Low demand volume is still not enough to absorb the low volume of marketable production. Some mills are withholding a large portion of their production hoping for price improvement, but in spite of low production, inventories are accumulating.

Mills catering to mixed car shipments of green and kiln dried lumber report a steady but low volume of retail yard buying. Most of this, they note, is to fill gaps in inventory resulting in highly specified orders.

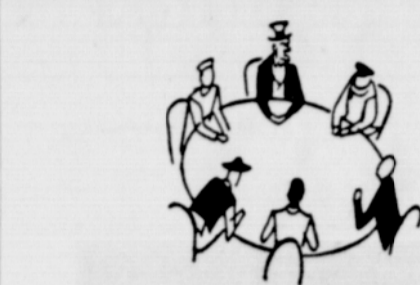
The market for Ponderosa Pine and associated species is below par. A large portion of the Inland Empire is blanketed with snow where mill activity is limited.

Pine selects show limited demand, and shop grades remain in a soft market condition. Commons show considerable strength, and are the one bright spot in the Pine market. Some items, particularly in the No. 3 grade, are difficult to find at any price.

Plywood holds to its \$72 basing price for quarter-inch AD stock, and there are signs that it will gain firmness and hold. Sheathing continues to be less active than standard stock.

Social Security Man To Visit Brookings

Carlos L. Hunsinger, manager of the Eureka district office of



SHOULD U.S. DEAL WITH RED CHINA?



the Social Security Administration, announced today that a representative of that office will maintain office hours at the Brookings City Hall February 19, from 1:00 to 3:00 p.m.

Individuals wishing information about the Federal Old-age and survivors insurance program may contact the representative at that time.

Demonstration Due

Mrs. Thelma S. Rose, Home Economist from the Fish and Wildlife service, United States Department of the Interior, at Seattle, Washington will be in Curry County for a series of two seafood cookery demonstrations, says Mrs. Sylvia C. Lee, County Home Extension Agent.

The demonstrations will be open to the public, the Home Extension Units in the county are

cooperating to bring this project to Sixes Grange Hall, February 19, at 11:00 a.m. to 2 p.m. and the Chetco Grange Hall at Harbor, February 20 at 11:00 a.m. to 2:00 p.m.

Due to travel schedules and preparation time it was necessary to utilize the mid-day hours for the demonstration. Those attending will need to bring their lunch. There will be "tasting time" after the demonstration and coffee will be served.

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BOB ORR'S MEAT MARKET