

Sentinel

COQUILLE, OREGON.

JANUARY 5, 1950.



OUT OF THE WOODS

By Jim Stevens

Sentimental Journey

In a pack of old letters I've been backtracking on a trip taken in the fall of 1926 to the east coast. It was my first journey out of the woods after the little war. My main hope was to get away from it all. New York, Philadelphia, old country, scenes and things new to me, fresh interests to look into and write about—I looked forward to the like of this. Well, the first writing chore I tried in New York was about longshoring high the Battery, along Pearl Street, and from there to Brooklyn. Out to gather material, in no time at all I smelled Douglas fir lumber. And my story turned out to be an account of the handling of lumber cargoes in the shadows of the skyscrapers. The editor of the New York Times Sunday Magazine was pleased to buy the piece, even though by my looks and gab I was plainly fresh and raw from the sticks farthest west.

Then on Seventh Avenue I ran into an amazing sight of a great city's traffic rolling and walking on wood from our trees. A subway was building, and Douglas fir timbers supported the street while the digging and concrete pouring went on. I was mighty homesick by this time. I climbed on a pile of fir and just sat there for an hour, feeling it and smelling it. I was at home in Manhattan.

Lumber Promotion Man

Later I found my way into the offices of the New York Lumber Trade Association, seeking information on how Douglas fir timbers got themselves mixed up with the subways of the big town. Here is a quote from a letter I wrote after a two-hour talk with Bert Coho, then secretary of the New York association—a letter dated October 5, 1926.

"I've got a bear - of a yarn—Subway Extra! All about longleaf pine being booted out of New York subway construction by Douglas fir! Bert Coho has given me all the details on the work done by Chester J. Hogue in this triumph. If Hogue could have heard all the words of admiration for him spoken by Coho, he would have blushed until his hair caught on fire. Summing up, 'Hogue saved the Douglas fir market in New York,' said Coho."

This part of it was no story for a magazine or newspaper, of course—on this the thing was to bring in the Douglas fir loggers and contract them with the New York sandhogs. Chester Hogue's work had been steady, persistent plugging with engineers, architects and other important lumber users and specifiers, until he had convinced them on the case. He had to present for Douglas fir in competition with other woods.

Chester Hogue was a peerless timber engineer, and he was an able lumber promotion man because he inspired trust in his knowledge and his integrity. What he said about lumber was believed. He represented a lumber trade association, he was simply a salaried man, like many another who has done vital work of this kind for the lumber industry.

The Biggest Job
Other lumber promotion men have succeeded Chester Hogue, and the big job goes on. One needs to visit the Brooklyn, Boston and Baltimore lumber terminals to visualize the industry's mighty markets, or to attend a few of the 20 regional retail lumber trade association conventions that will be held in January and February. At the conventions not only the extent and importance of West Coast lumber's markets are made apparent, but the competition that is faced by our region's No. 1 source of income and payrolls is seen. The competition is truly terrific, and it grows by leaps and bounds.

And, right in there with it are the promotion men of West Coast lumber, leaping and bounding too, and keeping up with the competition's best. It is tough going. Nobody is around to applaud. Lumber promotion remains the industry's biggest and hardest job.

Social Security Rates Goes Up

Hugh H. Earle, collector of Internal Revenue, today reminded employers and employees of the Oregon district that the Federal Insurance Contributions Act provides for an increase in the tax rate under that Act to one and one-half percent on employees and one-half percent on employers, based on all taxable wages paid on and after January 1, 1950.

Employers were also reminded,

however, that new regulations will be effective January 1 regarding the depositing and reporting of both the FICA taxes and income tax withheld from wages.

Starting with wages paid in January, employers who are liable for more than \$100 of these taxes in one month are required to deposit them in either a Federal Reserve Bank or a commercial bank authorized to receive such deposits for transmittal to the Federal Reserve Bank.

Deposits are required for taxes resulting from wages paid in the first and second month of each quarter. Each such deposit should be made not later than the 15th day of the next month but

may be made earlier if desired. Taxes for the third month may be deposited or paid with the quarterly return.

Employers will be furnished with blank copies of Treasury Depository Receipt Form 450 to use in making deposits. Employers will fill out the receipt as a deposit slip. After the form and remittance are received and checked by the Federal Reserve Bank, the deposit receipt will be validated and mailed back to the employer for attachment to his quarterly return.

1950 Chevrolet Unveiling Jan. 7

Detroit—A new series of Chevrolet passenger cars, reportedly one of the most important ever developed by the company, will be unveiled, Saturday, January 7.

W. E. Fish, general sales manager, made the announcement today as some 7,000 Chevrolet dealers across the country began preparations for elaborate showroom presentations.

"One of the secrets of Chevrolet's highly successful merchant-

dising has been the enthusiasm which dealers have been able to build up at these first showings of a new model," said Fish.

"In some communities the event has become almost a public holiday. Dealer establishments are at their sparkling best. Great pains are taken for striking decorative effects. Car models are selected with unusual eye appeal. Special attractions are frequently part of the program.

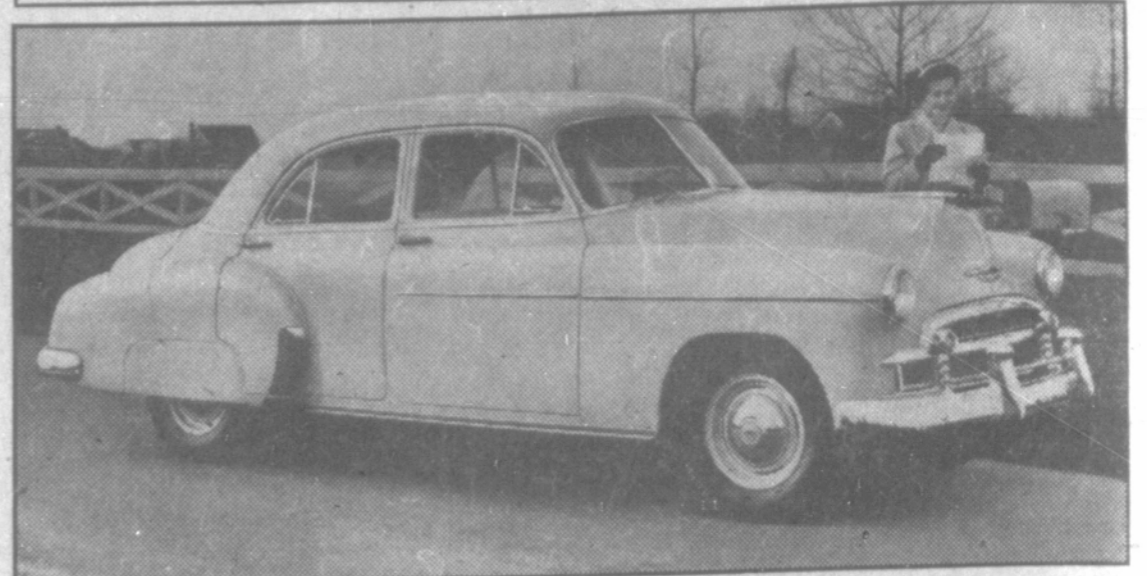
"With it all the public has come to expect something unique in automotive progress. This year will be no exception. We are introducing an advance that has been a subject of research and test throughout the postwar period. The cars carry a development that we believe will have a revolutionary influence on automobiles of the future."

The 1950 car will make its appearance following Chevrolet's most successful year. Fish said retail passenger car sales in 1949 would top 1,000,000 units while truck sales of 350,000 would set a new all-time record for the industry.

Pork is both plentiful and economical this winter. For roasting use a 325 or 350 degree oven, and be sure to serve all pork well done.

Hot spiced nectar drinks make Hot spiced nectar with a little cloves and stick cinnamon. Serve good refreshments for all ages. Sugar, strips of lemon peel, whole in mugs with crisp cookies.

One of Two Sedans in 1950 Chevrolet Line



The Styleline, one of two individually designed sedans which have achieved immense popularity with Chevrolet owners, will have new beauty in 1950. Improved grille work, sturdier bumper guards and more tasteful ornamentation are some of the exterior improvements. New Chevrolet's also offer increased power and comfort with the Powerglide automatic transmission as optional equipment on De Luxe models.

On display Saturday— 1950 CHEVROLET

introducing **POWERglide** automatic transmission
Optional on De Luxe Models at Extra Cost

Chevrolet—and only Chevrolet
—brings you all these major advantages at lowest cost!



NEW STYLE-STAR BODIES BY FISHER
In sparkling new color harmonies



NEW TWO-TONE FISHER INTERIORS
extra-roomy—extra-luxurious

CURVED WINDSHIELD with PANORAMIC VISIBILITY
In Fisher Unisteel Bodies



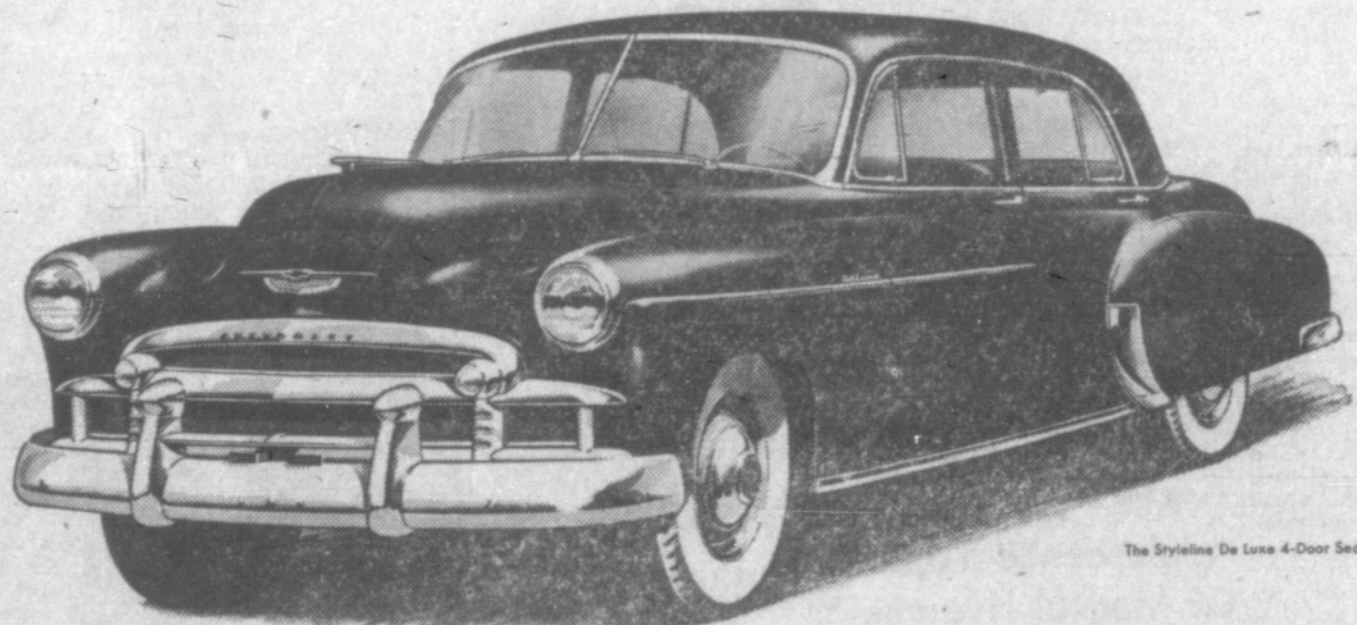
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longest, heaviest car in its field, with widest tread



LOWEST-PRICED LINE IN ITS FIELD
extra-economical to own—operate—maintain



PROVED CERTI-SAFE HYDRAULIC BRAKES
with Dabi-Life rivetless brake linings



The Styleline De Luxe 4-Door Sedan

FIRST...and Finest...at Lowest Cost!

Chevrolet for '50 brings you the best of everything at lowest cost . . . greater beauty . . . finer performance with economy . . . outstanding driving ease, comfort and safety!

Here, in Chevrolet for '50, are the finest values the leader has ever offered to the motoring public.

These thrilling new Chevrolets are available in 14 surpassingly beautiful Styleline and Fleetline body-types. They bring you a choice of two great engines and two great drives—the Automatic Power-Team* and the

Standard Power-Team—described in detail below. And they also bring you quality feature after quality feature of styling, riding comfort, safety and dependability ordinarily associated with higher-priced cars, but found only in Chevrolet at such low prices and with such low cost of operation and upkeep.

Come in. See these superb new Chevrolets for 1950—the smartest, liveliest, most powerful cars in all Chevrolet history—and we believe you'll agree they're FIRST AND FINEST AT LOWEST COST!

ONLY LOW-PRICED CAR TO OFFER A CHOICE OF STANDARD OR AUTOMATIC DRIVING

THE AUTOMATIC POWER-TEAM*
Built by Chevrolet—Proved by Chevrolet—Exclusive to Chevrolet

NEW POWERGLIDE AUTOMATIC TRANSMISSION—for finest Automatic Driving (with no clutch pedal—no clutch pushing—no gearshifting). It combines with Chevrolet's new Economiser High-Reduction Axle to bring you an entirely new kind of driving . . . low-cost automatic driving that is almost 100% effortless . . . it's the simple, smooth and thrifty automatic transmission. **NEW 105-H.P. VALVE-IN-HEAD ENGINE** (with Power-Jet carburetor and Hydraulic valve-lifters). Here's the most powerful, as well as the most thoroughly proved engine, in the low-price field . . . giving performance extraordinary . . . together with traditional Chevrolet economy in over-all driving.

*Optional on De Luxe Models at Extra Cost

THE STANDARD POWER-TEAM

Outstanding for Standard Driving Ease . . . Performance . . . and Economy

HIGHLY IMPROVED, MORE POWERFUL VALVE-IN-HEAD ENGINE (with Power-Jet carburetor and larger exhaust valves). The fine standard Chevrolet engine now made even finer . . . giving more power, more responsive pickup, greater over-all performance . . . plus the outstanding economy for which Chevrolet has always been noted. **THE FAMOUS SILENT SYNCHRO-MESH TRANSMISSION** (with Extra-Easy Hand-E-Gearshift). Long recognized, by automotive engineers and the motoring public alike, as the pattern of smooth, quiet gear transmissions . . . assuring extremely simple and easy gearshifting . . . in fact, owners say easiest car operation, next to automatic driving itself.

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