

White City Industrial Area's Growth Rapid

Estimated \$20,000,000 Annual Business Done; Payroll of \$7,500,000

By EARL H. ADAMS
Mail Tribune Staff Writer

The White City industrial area, on what was once the almost worthless Agate desert, has become one of the Rogue valley's major economic factors. Employment totals some 1,500, with an annual payroll estimated to be close to \$7,500,000.

The area, developed on the old Camp White site after World War II, is still rapidly expanding. About 20 firms connected with the lumber industry do in excess of a conservatively estimated \$20,000,000 worth of business annually.

The total amount of business may be judged from the 500 to 600 box cars which are shipped from White City monthly, and expansion in the future is expected to increase the number considerably, according to John Laden, manager of White City Realty company, which owns most of the land and leases it to the firms in business there.

Telephone Service Indicates Expansion

Another indication of expansion is increased telephone service offered by the Columbia Utilities company. Recently the company installed central office equipment at White City to provide 50 more lines for the area, and last month added two toll circuits to Medford.

D. O. Hood, president of Columbia Utilities, said service probably will be increased by four more toll circuits to Medford about Oct. 1. Several trunk lines were installed recently between White City and Central Point and Medford. The company has about 600 telephones in the industrial area alone.

Expansion of service, Hood said, is done as the need arises, and service has been extended at a faster rate than company officials anticipated when service first was initiated.

In line with expansion at White City is installation of a Central Point Rural Fire Protection district station, construction of which has started. The station was approved by voters of the district when they accepted the 1955-56 budget.

Land and building to house equipment was furnished by White City Realty company, which probably will award a building construction contract next week. The foundation has been poured, and ground cleared for the station.

Two Paid Employees

The station is located at the northwest corner of Avenue G and Agate rd. Two additional paid employees will be retained by the district to maintain equipment in recently acquired use of shops in the northwest corner of the Oregon National Guard base near White City.

Fire protection is now available, but directors of the Central Point Rural district believe more adequate protection could be attained with the new station. Protection now is inadequate because of distance between White City and the present station south of Central Point.

The White City industrial area originated when White City Lumber company obtained about 1,300 acres of land after World War II. Some 90 acres was sold to W. H. Daugherty, and in December, 1952, the White City Lumber company sold out. The White City Realty company then encouraged industrial development.

Starts Tomorrow

One of three concerns under construction in White City is expected to start partial operation tomorrow, and begin full production sometime after Labor day. Empire Plywood company construction is almost complete with only minor work remaining.

The company was formed by L. G. and V. C. Engwall of Eugene, and is expected to employ between 60 and 70 men with an estimated payroll of between \$250,000 and \$300,000 annually. Empire, located near the recently constructed Fir-Ply, Inc., plans to purchase lumber from contracted sources, and do an estimated \$2,500,000 worth of business annually.

Plywood production is expected to run about 3,000,000 feet on a 3-8 inch basis annually. The company was formed by the Eugene brothers when the Associated Plywood company of Eugene, with which they were connected, merged with another company recently.

Another new firm expected to start production in late September will have one of White City's most modern plants. The Oregon Veneer company, according to Loren Haugen, general manager, has installed the latest in electrical equipment to reduce production costs.

To Have 60 Employees

The company expects to employ about 60 men during initial production with an annual payroll of approximately \$150,000 annually. About 10,500,000 surface feet of one-tenth inch veneer is anticipated per month with an annual \$2,000,000 worth of business estimated.

Machinery in the Oregon Veneer plant will be automatic, including an electric eye which will operate a veneer clipper.

List of Companies Doing Business at White City Given

Here is a list of companies doing business in the White City area:

E and B Lumber company.
Burrill Lumber company.
Cascade Wood Products.
Industrial Lumber Products.
Fir Ply, Inc.

Laughlin Alloy Steel company.

McCartney, Clark and Laiden, Inc.
McGraw Brothers Sawmill.
Medford Door Corporation.
Medford Veneer and Plywood.

Walter A. Nourse (Superior Lumber company).
Oregon Veneer company.
Pacific Pine Products.
Padgug Glass and Millwork.

Red Blanket Lumber company.

Ross Lumber company.
Trail Creek Lumber company.

White City Box company.
W. F. Cowling Jr. Lumber company.

Columbia Utilities company.

Medford Moulding company.
Scott Lumber company.
Empire Plywood.
Daugherty Associates.

Moghan Lumber company.
Ross Moulding company.
Ross Lumber Sales.

Crater Wholesale.
Olsen-Ross Lumber company.

White City Realty company.

White City Sales company.

Logs are being purchased and stored in the company's 19-acre pond.

Oregon Veneer originally was formed by officials of Elk Lumber company and Medford Veneer and Plywood corporation. Since organization, however, Elk Lumber has sold its share of stock and has withdrawn from the corporation.

Steel Firm Work

Still in early stages of construction at White City is the Laughlin Alloy Steel company structure. Construction of a crane runway for the new 200-foot addition started recently after foundation concrete was poured. The addition is to the present structure on land which formerly was a heavy equipment maintenance shop for Camp White.

The company, located at Agate rd. and Avenue G, will specialize in high-quality alloy steels, using principally scrap metals and local low-grade ores, chiefly chrome and manganese. Laughlin will purchase most of its ores locally on the open market.

The new steel building, which is expected to be erected soon, will house an electric arc melting furnace, tooling equipment, and dies, patterns, jigs and other items for steel production.

The company is capitalized at \$1,500,000, and expects to start production with employment of about 65 men. At full capacity, some 256 men will be employed with an annual payroll of some \$1,250,000.

J. N. Laughlin is president of the company. Thomas Laird is executive vice-president, and David Trudeau, who arrived here recently, is melting and foundry department manager.

Others Start Operations

Several corporations started initial operations recently in the White City area.

Fir-Ply, Inc., located across the street from Oregon Veneer, went into full operation recently with a total employment of about 150 men. The annual payroll ranges between \$400,000 and \$500,000 for the firm, which manufactures plywood sheathing only.

Carl Jacobson, manager, said the company expects to produce about 48,000,000 feet on a 3-8

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INDUSTRIAL AREA'S GROWTH RAPID—An estimated payroll of about \$7,500,000 annually comes into Rogue valley from the White City industrial development, shown in this aerial photograph. More than 20 firms, most of them connected with the lumber industry, do in excess of an estimated \$20,000,000 worth of business annually. Recent additions to the development include Fir-Ply, Inc., at the bottom, center of picture, and the Oregon Veneer company, at the site of the largest log

pond. Ross Lumber occupies most of the area between Agate rd. and Crater Lake highway in the V at the right of the picture. Offices for White City Realty company, which leases land to firms establishing in the area, is located near the Veterans Domiciliary center toward the top, center of picture. Avenue G, where many of the industries are located, extends from the left corner of picture to the center at top. White buildings at picture's left are those of Burrill Lumber company.

inch basic annually, and expects to spend approximately \$500,000 for logs for rough plywood manufacture annually.

The company was incorporated here by former officers of the Southern Oregon Plywood corporation in Grants Pass who resigned to form the White City company. Officers include Robert Van Duker, officer manager; Ernest Clark, production manager; Ray Henry, logging manager; and Arthur Michelson, maintenance superintendent and engineer.

Box Company

Another new plant which started production recently is the White City Box company, which is now operating at about one-half capacity. The company is manufacturing pear boxes to meet demands of Jackson county orchardists.

White City Box employs about 20 people, the majority of them women, with a payroll in excess of \$30,000 annually. The company began operations about two weeks ago, and at full capacity will employ between 30 and 35 people, L. G. Adams, manager, said.

Adams said the corporation uses trim ends of pine and white fir from nearby saw mills, and converts them into not only pear boxes but also other types of crates and boxes used by fruit and vegetable growers.

The company plans to use between 12,000 and 15,000 feet of trim material per day, or between 430,000 and 530,000 feet annually. Adams pointed out one of the prime purposes for incorporating the company was to use material which previously was burned by saw mills.

After full production starts, company officials said, the market is expected to extend to California and other southern points.

Moulding Produced

Production of Douglas fir and incense cedar moulding started about three months ago at Medford Moulding company, of which Paul Wray is owner and manager.

The company employs about eight persons at present with an annual payroll in excess of \$30,000. Wray said the company produces between 7,000,000 and 8,000,000 lineal feet annually which totals from \$150,000 to \$200,000 worth of business annually.

Another recently established business is W. F. Cowling Jr. Lumber company, which manufactures studding. The company's 36-inch gang saw mill started operations recently near Oregon Veneer and Fir-Ply, Inc.

The E and B Lumber company started operations near the Cowling plant recently. Hans A. Edwardsen, Medford, is in charge.

Along with development of new establishments, several older concerns have expanded extensively.

Ross Lumber company, one of the largest in the White City area, recently started producing white fir and Douglas fir moulding in a completely new plant. The company also has established a new gang saw mill, a pole mill and constructed a new kiln.

Major Expansion

The moulding operation is perhaps the major expansion at Ross, and future plans call

for construction of a 100 by 50 foot building along a railroad siding for storage and loading moulding, according to Bill Burt, manager for the company.

The moulding plant employs 15 men per shift, and went into full operation earlier this month. Burt said another shift, which is planned, will double the present output of about eight box cars of moulding per month. Total output per month is estimated to be about 2,400,000 board feet per shipment.

The new kiln brings Ross' total number to three, and a new planer put into operation last year brings to two the number of planers. Log storage facilities at Ross have been tripled in the past year. Logs are banded by the truckload before being dumped into the pond, to conserve space.

300 Employed

About 300 men are employed by five companies with which Ross is affiliated, with a payroll of about \$2,000,000 annually. During the past two years the organization has doubled both in payroll and employment, Burt said.

Finished products bring an estimated \$7,000,000 worth of business into the White City area annually.

Another established concern—Medford Veneer and Plywood company—recently expanded operations and added between 40 and 50 employees. The company is expecting delivery of a new dryer, which is expected to be in operation by Sept. 15. More than \$250,000 has been expended by the corporation for installation of modern plywood machinery in the past year.

The new dryer will more than double present production of the plant with an estimated operation of between 6,500,000 and 7,000,000 board feet per month upon completion of installation.

Total employment when present expansion plans are complete will be about 150 men with a payroll in excess of \$1,000,000 annually.

75 Million Feet

The company expects to produce about 75,000,000 feet on a 3/8-inch basis for plywood per year when in full production.

Ed Moir is president of the organization, which was purchased recently by employees. Haugen, former president of Medford Veneer, and Plywood, is chairman of the board of directors for the new employee-owned corporation until stock purchase installments have been completed.

Cascade Wood Products, Inc., also has been expanded to increase manufacture of window and door frames. The company now employs about 110 people with an annual payroll close to \$500,000. Total annual business is worth about \$2,500,000.

The company is one of the largest on the Pacific coast which manufactures finished all-pine window and door frames, which are marketed nationally.

Capacity Doubled

Recently the corporation purchased a tenoner, which is used in the manufacture of frames, and constructed a sheet metal cutting house this spring. The cutting house facilities almost doubled cutting capacity.

Cascade uses about 1,000,000

Largest Hopper Dredge To Work on Columbia

Portland — (U.P.)—The world's largest hopper dredge has been assigned by Army Engineers to deepen the Columbia river mouth next summer, according to word received Saturday from Sen. Richard L. Neuberger (D-Ore.).

Neuberger said Brig. Gen. E. C. Itchner, assistant chief of engineers for civil works, had told him the dredge "Essayons" would be berthed at Astoria from April 15 to October 15, 1956 to do the job.

The last Congress appropriated \$750,000 to start deepening the channel entrance to 48 feet to allow passage of large ocean-going vessels. Present channel depth is about 40 feet.

Boy Hit by Car; Driver Cited

John Stroup, 12, of 2974 Buckshot Hill rd., suffered a fractured small bone in his leg about 10 a.m. Saturday when he was struck by a car operated by Charles N. Saltus of Ashland.

The accident occurred on North Riverside ave. at Jackson st. Medford police said Stroup was either getting on his bicycle or pushing it when he was hit.

He was taken to Sacred Heart hospital by Medford ambulance. Stroup also suffered minor cuts and bruises, police said. Police said Saltus was issued a citation for failure to stop at a red light.

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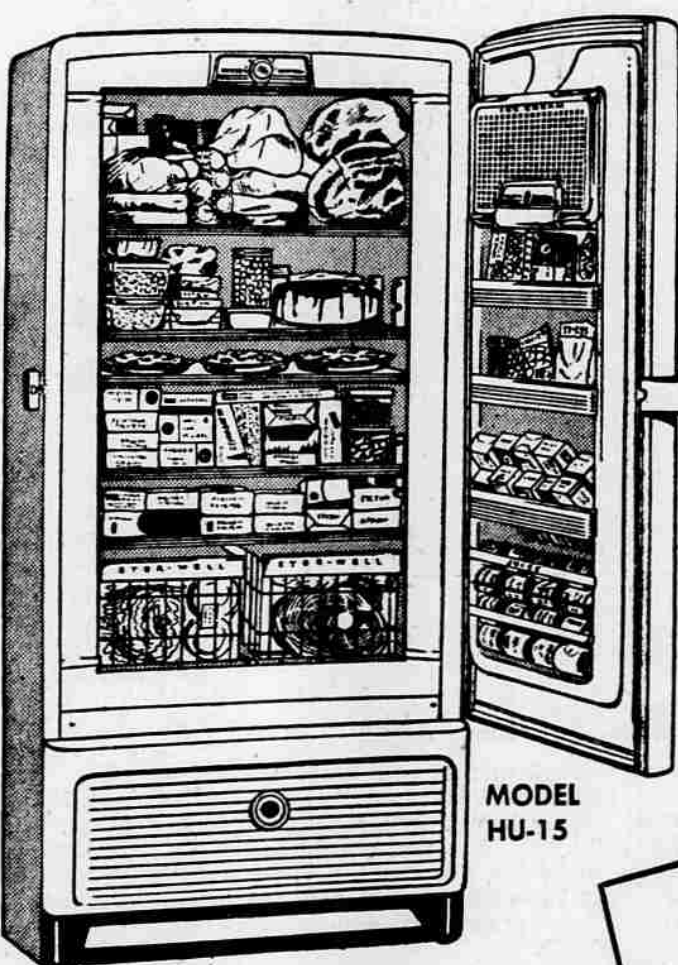
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