

Lumber Industry Plans Expenditure To Promote Wood

By A. ROBERT SMITH
Main Tribune Correspondent
 Washington — The lumber industry, at the urging of the National Lumber Manufacturers association, is planning to spend over a million dollars for what it hopes will be a shot-in-the-arm.

The industry is moving ahead with plans for a \$1,250,000 campaign to promote wider use of wood and wood products.

A Baltimore advertising

agency has drawn up the promotion campaign plans. It is designed to combat inroads into lumber's traditional markets by a growing number of competitive products — plastics, metals, concrete, brick, asbestos and others.

The share in construction materials held by lumber has been steadily declining, while the share of the above products has been rising. NLMA figures show that a house built in 1920 required about 10,000 board feet of lumber, but the same sort of house built in 1935 required only 5,000 board feet.

So industry leaders believe that while the drop in housing

construction has been a big factor in the decline of lumber usage the last few years, another factor is the continuing decline in the requirements for lumber in houses that are built.

Competitive materials, they believe, have taken lumber's lost markets. Among them are aluminum window frames, steel doors and structural work, plastic floor coverings, asbestos siding, asphalt roofing and composition wall panels.

This is not to mention the practice, most annoying to lumber industry officials, of synthetic materials being de-

corated to look like wood.

These competing products have been heavily promoted, often by large industrial concerns such as steel and aluminum companies, chemical and plastic makers. These products have been advertised in newspapers, magazines and on television at a cost of many millions. The lumber industry hasn't put on a concerted promotion campaign since 1932.

The program of promotion has been approved by the West Coast Lumbermen's Association and the Southern Pine Association, as well as by the directors of the Western Pine Association.

These regional associations

have done promotion of their own species of wood, such as Douglas fir, Southern pine, and the proposed new campaign will supplement these efforts by promoting wood as such as opposed to other building materials.

In Trade Journals

About 40 per cent of the

program would be devoted to advertising in trade journals in the building fields and consumer publications. Other major items would include information on wood technology and cost for architects, builders, engineers, and financial interests and expansion of field staffs to win

greater acceptance of wood by building code and insurance officials.

Some think the program might help solve a long-standing grievance between lumber manufacturers and retailers. The lumbermen complain that retail lumber yards are stocking an increasing amount of competitive materials and don't promote lumber sufficiently. Retailers reply

that the manufacturers don't give them much help in merchandising wood.

The coming months are expected to see an increase in housing construction as the effects of the recently-enacted housing bill are felt. More mortgage money is expected to be available under the more liberal government allowances.

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World War, Cold War, Bombs Said Forerunners of 'Beat' Era

Editor's note: This is the last of three articles on America's "Beat Generation." Today's article is "Beat and Why?"

By FRED DANZIG
United Press Correspondent
 New York — How and why did the "Beat Generation" get that way?

Most writers who have dug into the subject agree that it took a world war, the Korean conflict, the cold war, hydrogen bombs, missiles and the draft.

The combination makes it difficult for young men to plan ahead and many of these fellows, ranging in age from 18 to mid-30s, developed a deeply-felt gloom-and-doom attitude about our world. As they add up the score, they are on the short end. While they rebel, they're not part of a revolution. They are not out to change the world as much as they're out to pull away from it, escape, so they may pursue the values that strike them as being permanent and honest, say the authorities.

Occasionally, the "Beat" boys and girls get carried away with their search for "Kicks," or new emotional delights, and they get into sensational scrapes involving narcotics, sex parties, stealing cars, riding the rails, bigamy, or just plain bedeviling of "squares" (those who are not "Beat," not one of the "hipster" set).

Draw Headlines

While these aspects of being Beat occasionally draw the headlines, it's not the way it goes for the great majority of this social minority.

One analyst of this controversial rebellion is the controversial author, Henry Miller, who wrote in "The Evergreen Review No. 2": "These young men have discovered... that the American way of life is an illusory kind of existence, that the price demanded for the security and abundance it pretends to offer is too great."

A fiery critic of the "Beat Generation," or "hipster," is Kenneth Rexroth, 53-year-old "dean of the Frisco poets."

"This Beat thing, which is a publicity gimmick in the hands of Madison Avenue, will die away like Davy Crockett," says Rexroth. "It was disastrous for Kerouac to tie in with it," he added, referring to Jack Kerouac, the 36-year-old wonder boy who lifted the "Beat Generation" out of the minor literary league with his novel, "On The Road."

Reads To Jazz

Currently appearing in a New York bistro where he reads poetry to the accompaniment of a jazz quintet, Rexroth says visiting colleagues around the nation convinced him that most youngsters resent bitterly being linked to the "Beat."

The origin of hipsterism is interesting.

Herbert Gold, writing in a recent issue of "Playboy"

magazine, said hipsterism came in after World War II, when some Negroes tried to initiate "white diffidence, or coolness, or beatness" and drew away from their Bible-shouting, jazz-oriented roots.

"These their white friends took up the fashion, complicating the joke by parodying a parody of themselves," said Gold.

Called White Negro

Author Norman Mailer ("Bored and the Dead," "Dear Papa"), writing last summer in the magazine, "Disent," called the hipster a "white Negro" and said, "the Bohemian and the juvenile delinquent came face-to-face with the Negro and the hipster was a fact in American life."

John Clellon Holmes, who pinned the "Beat" label on this "generation" five years

ago, explained it: "Beat means, not so much weariness, as rawness of the nerves; not so much being 'filled up' as here as being emptied out. It describes a state of mind from which all unessentials have been stripped."

But not all writers are buying the hipster's creed. Author-critic Edmund Fuller, in his forthcoming book, "Main in Modern Fiction," challenges the Beat Generation's despair at the monotony of the future.

"Monotony, when man stands at the threshold of space?" asks Fuller. He tells the hipsters, in effect: It's not life that's boring, it's you who are bored."

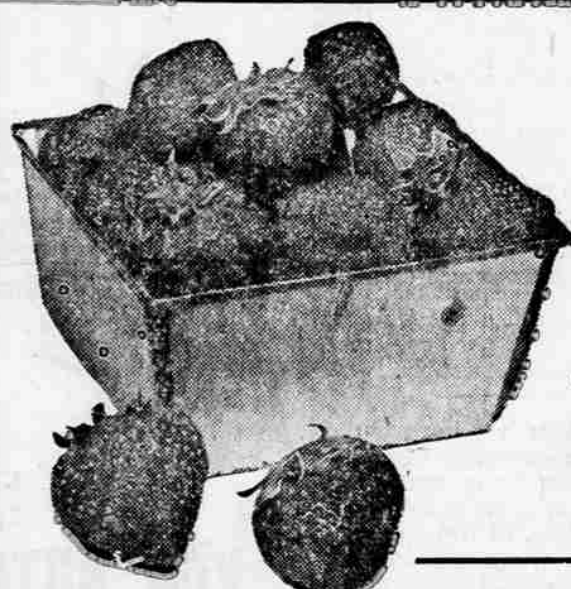
There are about 30 different species of poplar trees, including eight types native to Canada.

Jason Lee Names Jackson Committee
 Salem Attorney Jason Lee has announced the names of seven Jackson county residents to serve on the state-wide committee to support his candidacy for associate justice of the Oregon Supreme court, position No. 7.

They are William Frohnmayer, Mrs. Scott Hamilton, Cecil M. Norris, Clarence H. Ruimond, Mrs. Larry Sheehan, Donna V. Straus and Raymond S. Zapell.

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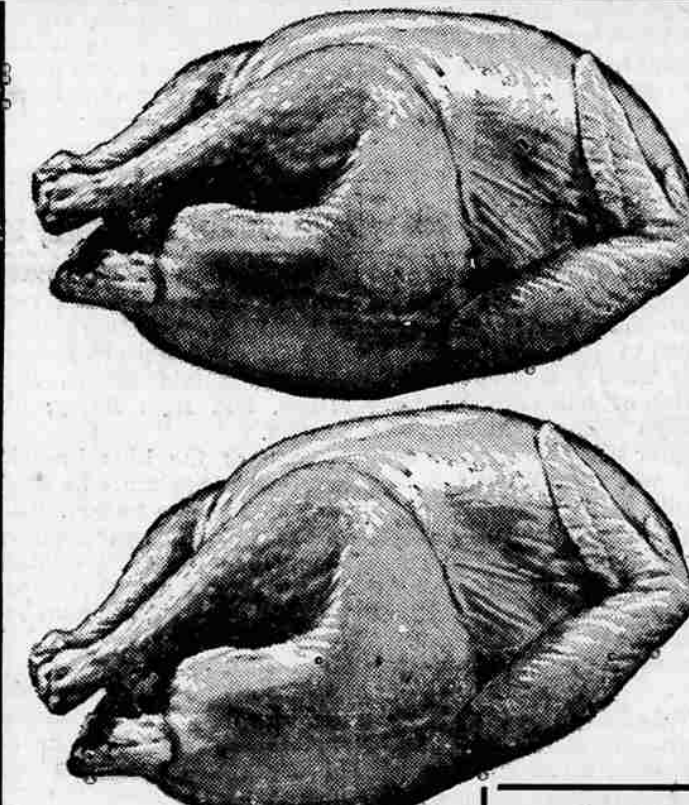
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