

New Year to Usher in New Era For Lumber Manufacturers

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Washington—The year 1960 will usher in a new era for the manufacturers of lumber and other building materials. Population growth, an increase in the rate of new-family formations and a continued rise in living standards will bring about an economic revolution between now and the year 2000.

Economists are referring to the next 10 years as the "Golden 60's" because of the great new business opportunities this period will offer American industries. The lumber industry is taking steps today to gain its fair share of this new wealth.

A year ago our most progressive elements joined in sponsoring a million-dollar National Wood Promotion program. During 1960 this program will be increased in size and scope with a budget of \$1.3 million.

Plans Developed
In the meantime, plans have been developed for a proposed all-out 10-year program of advertising, merchandising, research and trade promotion to put our industry ahead of its competitors in the race for new markets of the 1960's.

This proposed activity, we expect, will be widely discussed within the industry during coming months. Within the near future, industry principals may decide to take specific action to present the program to the industry for consideration.

In the light of these significant developments, 1960 should see the lumber industry holding its own—or perhaps gaining slightly—in the building, furniture and related fields.

A recent industry-wide survey conducted by our association indicates that lumber production and gross sales next year may be slightly higher than in 1959.

Home Construction
Much will depend on home construction. Unless there is an easing of the currently tight mortgage money market, home construction next year could fall below this year's relatively high level.

This, of course, would have somewhat of an adverse effect on lumber output.

However, if the rate of home building remains fairly stable, if other construction markets and industrial use of wood continue strong, the lumber industry can expect 1960 to be another good year.

Lumbermen will continue to be faced with strong competition from producers of competitive materials, rising production costs and other problems. But, because of our

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industry's inherent strength and the fact that lumbermen are showing more unity today than ever before, there is every reason to be optimistic about the year ahead.

Congressman Wants Money for Birds

Washington—(UPI)—An Arkansas congressman thinks the government isn't doing enough to defend the United States against the icteridae—or blackbirds.

Rep. E. C. Gathings said Friday night more federal money should be spent on the problem. He asked other members of Congress whose districts are under attack by the birds to meet with him to map strategy to get national funds.

Watts Resigns as Docks Manager

Portland—(UPI)—The resignation of Rae F. Watts as assistant general manager of the commission of public docks was announced today by Captain Homer T. Shaver, commission chairman.

Watts will accept a post with the San Francisco Port Authority as port director, Shaver said.

Watts is to assume his new duties within 90 days.

MAIL TRIBUNE, Medford, Or. Sunday, Dec. 27, 1959 3

Brigitte Bardot Picks Baby's Name

Paris—(UPI)—Brigitte Bardot, who expects a baby at any time now, plans to name her first born Nicolas, but not in honor of St. Nicholas.

Saint Nick is known in France as Papa Noel and friends said they chose the name Nicolas merely because they liked it. Brigitte and her husband also have refused to consider the possibility the baby might be a girl.

Brigitte was quoted in Paris newspapers as saying X-rays showed she would not have twins, but she and her husband, matinee-idol Jacques Charrier, have fibbed to the press so often that twin gossip failed to die down.

Woman Trapped in Car 50 Minutes

Dallas, Ore.—(UPI)—A woman was en route to work Christmas morning at a Dallas nursing home when her car ran off Falls City highway, and she was trapped inside the vehicle for about 50 icy minutes.

Georgina Lange suffered non-serious injuries. Her car spun on some ice. After the impact, she found that all the doors were jammed, so she started honking the horn.

Some unidentified men happened by little less than an hour later in a truck and got her out.

Des Moines—Baled hay requires one-fifth as much storage space as loose hwy.



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