

Only One  
More  
Shopping Day  
Until  
Christmas

## Waste Reduces Poultry Profit

Inasmuch as poultry feed is one of the major cost items in the production of poultry products, it is imperative that the producer prevent all possible waste if the operation is to be efficient and profitable.

Two of the most common feed losses come from that consumed and spoiled by rats and from that spilled by over-filling feed carts, pails, and feed troughs, says Don Coin Walrod, county extension agent.

It is estimated that 25 per cent of the feed may be wasted if feed troughs are consistently filled too full. Birds bill it out in the litter and the producer seldom notices the loss.

Three rats will consume as much feed as two laying hens, says Walrod. If feed that is stored in sacks is put on racks about 12 inches off the floor and about two feet away from the wall, cats and dogs such as rat terriers can be of help in controlling the rats.

Permanent poison stations that can be kept supplied at all times with the new warfarin type baits are proving to be of great help.

Vegetables have been raised without soil, in chemically treated water.

William Tell was a legendary person.

## NLMA PRESIDENT NOTES LUMBER OUTLOOK FOR '54

(Note: The article following entitled "Lumber Looks Ahead to '54" was written by James R. Bemis, president of the National Lumber Manufacturers association. It outlines developments in lumber that can be expected in the coming year. NLMA represents producers of more than half the nation's lumber or about 20 billion board feet a year.)

Whether you plan to build a new house, panel a basement recreation room, or simply put up a few shelves, 1954 will be a year of better buys in lumber.

### LUMBER TO MEET NEED

The do-it-yourself enthusiast, particularly, will get more attention from the lumber industry in the year ahead. For the ever-increasing number of home handymen, the lumber industry will offer new ideas and services especially tailored to their needs.

Lumber manufacturers are setting out to capture a greater share of the home remodeling and home renovation market in order to offset an anticipated drop in new residential building from about 1.1 million starts in 1953 to slightly less than a million predicted for 1954.

While home building prospects are down slightly, the sale of home handyman work patterns is booming and do-it-yourself activity is on the upgrade across the country.

### TO MEET DEMAND

Recent surveys indicate that in 1952 Americans spent more than three and one-half billion dollars for do-it-yourself supplies and tools. That's an average of about \$77 per household—\$60 of which is reported to have been spent for lumber and other building materials. The lumber manufac-

urers of the country realize what this market means in terms of present and potential sales and intend to see that its needs are satisfied with the best material and service they can provide.

One step in this direction has been the pre-packaging of lumber. This means that the manufacturer cuts the boards to the various sizes most popular for do-it-yourself work and passes along to the consumer the savings that result from better utilization of raw materials. More of this type selling can be expected in the year ahead.

### MORE FOR THE DOLLAR

Most of the nation's leading home builders concede that they will have to offer prospective home buyers more value for their dollar during 1954. Greater use of wood to lend individuality and distinction to new homes appears to figure prominently in their thinking.

Overall, the lumber market should remain relatively stable during 1954. In total new construction activity—which absorbs about two-thirds of the lumber produced in this country—the outlook is for a dollar volume only about two per cent below 1953's record figure of nearly 35 billion dollars.

As significant as the overall construction picture are the opportunities which the lumber industry has to expand its markets in specialized fields of building and in repair-maintenance-alteration activities.

### WOOD MORE POPULAR

Engineered timber construction, which takes full advantage of the functional nature of wood, has become increasingly popular since World War II for schools, warehouses, supermarkets, churches and other one-story structures where the accent is on economy, safety and utility. The school and commercial building booms predicted for 1954 offer lumbermen a chance to step up the pace of engineered timber construction.

Also important to the industry's future is a new ten-year million-dollar research program which the National Lumber Manufacturers Association is preparing to launch in an effort to develop new and improved wood products.

Meanwhile, the American lumber industry has many problems to face in 1954. There are, for instance, high production costs which do not appear likely to

decline, the challenge of other popular building materials, and competition from foreign lumber manufacturers.

### INDUSTRY IN GOOD SHAPE

Basically, though, the industry is in good health. Lumber production for 1953 is figured at about 38.4 billion feet—a shade above the estimated output of 38.2 billion board feet in 1952. Lumber consumption, which includes exports and imports as well as changes in distributors' stocks, is calculated at about 40.7 billion board feet for 1953, compared with an estimated 40.4 billion board feet in 1952.

In the light of what we know today and the best available evidence as to future trends, it seems reasonable to expect that lumber production and consumption next year will closely approximate this year's figures.

There is a possibility that lumber production next year may be off five to ten per cent from 1953. But it will be difficult to make a positive estimate until general business conditions for the coming year and uncertainties in the lumber picture are clarified by developments in the next few months.

More certain than any forecast of the 1954 market is this fact—there will be plenty of lumber available to meet both civilian and defense requirements in the year ahead and for all the foreseeable future.

## Falling Tree Causes Outage

ROCK CREEK — The logger was detained in camp overnight recently while the track was repaired where a large, rotten tree had fallen. Lights were off for over two hours also while the electric line was fixed. Plenty of water outside but rather hard on those depending on electric pumps. The mail could go no farther than the Counts' place.

Snow has shut down the work where Herb Counts has been busy these past weeks. Now he is home again and hunting his strayed cattle.

Mr. and Mrs. Norman Pettyjohn, Mr. and Mrs. Verte DeVaney and Bud Pettyjohn called at the Ben Westerberg home a short time ago. The day was so nice that a trip through the woods was made and Christmas trees for the various families obtained.

Mrs. George Martan had the misfortune to fall and sprain her right wrist.

## MANY GOOD WISHES

FOR A

## HOLIDAY SEASON

FILLED WITH HAPPINESS AND CHEER.



To which we add—  
MANY THANKS  
for everything.

George A. Remnant    Patti Bass  
Vesta M. King        Joyce Jones  
Mildred Tupper      Bill Shafer

## Vernonia Branch

The Commercial Bank of Oregon

## Unit Members Party At Fugate Home

ROCK CREEK — The Keasey extension unit meet at the home of Lola Fugate for its Christmas party. While the rain fell and lights failed, a number of hilarious games were played. Those attending were Betty Brady, Rena Brady, Edith McFarland, Marie Christensen, Hilda Keasey, Iola Dibben, May Krieger, Vivian Counts, Nacia DeWitt, Ella Martan and Blanche DeWitt.

Donna Nightwine surprised her folks by her unexpected return from Kansas. No place like home for the Christmas holidays.



WE WISH TO

send you a message of good cheer for the Holiday Season, and to wish you a Season of joy and contentment.

And we are not without appreciation when thinking of the splendid patronage that has been ours. Thank you for whatever part you may have had in the progress of this firm.



## Happy Christmas

OUR WISH FOR YOU AND YOURS

Miller Merchantile Company



PETE  
DOROTHY  
INEZ  
RUTH

MERRY  
CHRISTMAS



AND A GENUINE  
THANK YOU  
FOR YOUR LIBERAL PATRONAGE  
IN THE PAST

Vernonia Bakery

May Your  
Christmas  
be Merry  
and Bright...



## Essie Nance Beauty Shop

602 Miller's Store

## HOLIDAY GREETINGS

On this glorious Yuletide we are truly grateful for your friendship and for the many acts and words of kindness you have accorded us in the year just closing. May you enjoy to the fullest the contentment of lasting friendships, health and happiness.



Dessy's Tavern