

**T**HE time to advertise is when you want more business. "Watchful Waiting" is a magnificent idea for the President of the United States, but a mighty poor plan for a merchant to adopt. The buying season is right here, let the people know thru The Herald that you have what they need.

# THE ABERDEEN HERALD

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## POLSON IS SURE LUMBER MUST HAVE ADVERTISING

### Lack of Merchant Marine, Too, Is Costing Business Vast Sums That Now Are Going to Foreign Countries

Alex Polson, former state senator, explains many of the things that are wrong with the lumber industry, in the last issue of the State Capitol Record. Mr. Polson's article follows:

There are many things that are the matter with the lumber business, one or two of which I will mention, any one of which is destroying the industry at a very rapid rate and bankrupting a great many.

To begin with, the manufacturers and producers of lumber pay a great deal of attention to manufacturing it as economically as possible, and pay little or no attention to the sale of the same to the trade. There is not a manufacturer in a thousand today who is certain that his grades of lumber are represented to the trade as they leave the manufacturer. He does not know whether No. 2 is sold for No. 1 to the trade, or not. If the manufacturer took a greater interest in the sale and distribution of his lumber, which could easily be done if several mills would join in an association and sell their lumber direct to the trade, he would be saving the trade a great deal of money and make a little profit to himself, something which today he is not doing, while the trade is paying almost as much as it ever did.

Today there is little or no advertising in the local papers, which are more closely read than any other kind of literature, every morning and evening, by nearly every man, woman and child in the community. If the manufacturer were selling his own lumber he would be boosting the quality of his lumber through the local paper as well as the lumber journals and magazines. He would show to the trade that lumber is one of the best non-conductors of heat and cold, thus making the most comfortable house for man and beast. He would also show that there are many mineral paints today that can be used to paint roofs laid with cedar shingles, which make them as fireproof from sparks as any other kind of roofing, and a great deal more satisfactory. There is no roof yet made that will stand all kinds of weather and storms and give the satisfaction our red cedar shingles will give.

Our insurance companies are working to our detriment in calling for a higher rate on a shingle roof than on other kinds of roofing, which could be easily overcome by the manufacturer if he were selling his own lumber and recommending the roof painted with a mineral paint.

While in Boston and Providence, R. I., I noticed a few shingle dealers had bought a carload of shingles made from cedar stumps, in which the grain of the root and the grain of the trunk made a very undesirable shingle when kiln dried, but which is not the case when air dried, or when put on green, which is much the better way.

If the lumber were sold by the manufacturer he certainly would not attempt to sell a shingle of this kind to the trade. These shingles were made by some very small mill that was cutting shingles from the cedar stump from which the tree had been cut years before. Several bunches of these shingles had been cut open and were being shown to the trade, very much to the detriment of our fine cedar shingles.

Other roofing was recommended with telling effect in competition with our red cedar, of which the yards did not show any of the finer grades.

I saw timber sticks from 50 to 100 feet long dumped into muddy tide sloughs, which had become very slimy, and very unattractive. When asked why this is done, the dealer tells you that if they were piled in the yard they would crack and be broken up. If this were sold by the manufacturer of our lumber, himself, direct to the trade, he would have shown that this lumber is as strong as oak, and instead of the contractor putting in ten pieces for a beam to go across a warehouse a hundred feet wide, he

could put in one piece, and thus save more than the cost of the stick in labor alone, with the result of having a far more substantial beam.

The trade takes the salesman's word for a great deal of our lumber. If the manufacturer sold it himself he would advertise the qualities as I stated above, of the lumber, giving the government tests as to strength and durability. This is not done by the greater majority of dealers today.

The trade is paying as much, or nearly as much, in the middle West and East as it ever did when the lumber business was good. If the manufacturer handled it the trade would be paying less and the manufacturer would be making a nice little profit, thus enabling him to pay a living wage to his employees. Our manufacturing plants would not be trying to borrow money from banks which now refuse to let them have it because their business is at such a low ebb.

Another great detriment to the lumber business is the lack of a merchant marine. It would cost the manufacturer \$600,000 to build a freighter which it would cost the foreigner but \$250,000 to build. The \$250,000 boat can load at Vancouver and Victoria and go to New York and discharge for \$4 or \$5 less per thousand freight and other expenses, cheaper than the American boat built at a cost of \$600,000. We should be permitted to build and buy boats in competition with the rest of the world and sell them under the American flag and be at the beck and call of our American government should they ever need them for the protection of our country.

I have it on good authority that at the present time there is American capital building boats in Japan, to be officered and manned by the Japanese, and should we ever become entangled in war with that nation they would be at the beck and call of the Japanese government as against America.

American capital now invested in foreign shipping runs into hundreds of millions of dollars, and should we unfortunately become entangled in a war with any of those powers they would use our own money as against ourselves.

Australia has taken a large amount of lumber from us and also from Russia, and today is calling for over a billion feet of lumber which we are prohibited from furnishing for lack of shipping, and for the small amount we are shipping them they are paying an almost prohibitive freight rate.

The Argentine is calling for large amounts of our lumber, and several other South American countries, but we cannot ship for lack of a merchant marine and we cannot have a merchant marine until the different interests that are working against it are removed, or the members of our congress become brave enough to give us a marine which we can operate in competition with every other nation.

Let the manufacturer take a greater interest in securing American shipping for his goods so that in times like we are at present passing through he can deliver his goods to the trade calling for it, thus educating our great middle West in the interest of an American merchant marine. This will enable the manufacturer to pay a living wage to the laborer that manufactures it, and sell it to the trade at less than he is paying today with a profit to himself and a saving to the trade.

These are but a few of the many things I could mention that are affecting the timber trade today.

### SCHOONER IN PERIL, SAFE

The schooner Louise, from Honolulu and on her way to load a lumber cargo at the E. K. Wood mill in Hoquiam, was compelled by high seas to throw out her anchors when north of the north jetty, last Friday night. She remained in a position of peril until Monday morning, having dragged some 1,000 feet toward shore, when she was towed into the harbor.

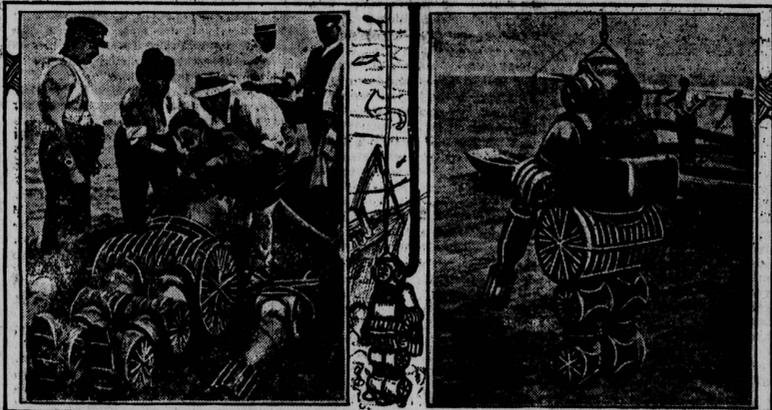
## A Nation Forced Into a Terrible Business



—Kirby in New York World.

The very unpreparedness of the Allies proves conclusively that war was not in their thoughts or reckonings; on the other hand, the Prussian nation had been preparing for forty years. The ordinary human intellect cannot realize or comprehend what this outrageous war means in life, suffering, and money. It has set the civilization of the contending nations back 100 years.

## THIS IS NOT A MODERN SOLDIER'S SUIT OF ARMOR



Queer uniform which will permit a diver to reach a depth of 212 or more feet. It weighs 450 pounds and is made of an aluminum alloy of great strength.

## AMERICAN MILITARY OBSERVERS IN BERLIN.



Photo by American Press Association. These United States army officers were recalled because of anti-American sentiment in Germany, according to some reports. German staff officers are seen with them.

## POOR BUSINESS LOGIC

The merchant who refuses to advertise "because business is dull" uses the same logic as the man who refuses to work because there isn't much demand for labor. The laborer who follows that plan will soon starve. The merchant who does likewise is simply laying back on what he has accomplished when business was good. In reality he is not holding his own, consequently is going backward.

Can you afford to do business that way, Mr. Merchant? Use a live newspaper like The Herald, that reaches the Buying Public, and tell the people what you have to offer them. There is no less expensive way to reach them and no better method. Keep advertising and be a Live Merchant, known in the community as such by your advertising. Don't be a Dead One.—From The Chehalis Press Nugget.

## GRAYS HARBOR COMPANY FILLS ENORMOUS ORDER

### Three Million Feet of Lumber Sold to Syndicate That Had Tried Other Sections of the Country Without Success

The Grays Harbor Lumber company of Hoquiam, this week started for Baltimore, Md., the first of three trains of lumber sold in one order, the total aggregating 3,000,000 feet of clear fir. The order was placed by an eastern syndicate, which first had tried to purchase the 3,000,000 feet from Weyerhaeuser and other great lumber companies. None had that much stock on hand. According to the report, it was in despair that the agent for the syndicate adopted a suggestion that he try Grays Harbor, where, to his surprise and extreme gratification, he was able to get his order filled.

This order, which probably means a gross sale amounting to more than \$125,000, is said to be the largest rush order placed here in many years. As a matter of fact, it was solely owing to adventitious circumstances that the Grays Harbor Lumber company was able to fill it, according to report. The company, it is said, had

accumulated such a large stock in the course of making up lumber for silos, which it had not yet shipped.

In the three train loads of lumber which will be rushed East, there will be 120 freight cars. The railroad has promised delivery in 12 days. The first trainload, which left Tuesday, was assembled and loaded in the record time of four days. The Milwaukee line is carrying the lumber to Chicago, whence the Baltimore and Ohio will take it to Baltimore.

On each of the trains, in 36 foot banners, are these words: "Coast to Coast. Entire Train Contains Approximately 1,000,000 Feet of Clear Fir Lumber, Assembled and Shipped by the Grays Harbor Lumber Company, Hoquiam, Washington. Our Service Counts."

Not only is this the biggest single order that has been filled for a long time, in a rush, on Grays Harbor, but it is likely that it is the biggest individual rail shipment in the harbor's history.

## CONSIDER SELLING COUNTY HOSPITAL

### COMMISSIONERS MAY DISPOSE OF \$50,000 BUILDING NEVER USED

The Grays Harbor county commissioners, in regular session Tuesday, considered a tentative offer made by Dr. Overmeyer, formerly of this city but now practicing in Raymond, to buy the county hospital building erected, halfway between Aberdeen and Hoquiam, at a cost of nearly \$50,000 and never used for any purpose. No definite proposition was made by either side but the commissioners declared they would be willing to sell.

Other business before the commissioners included fixing an election date for the first drainage district in the county and cutting down the state horticulturist's bill for spraying a Montesano orchard. While estimates of the various county officials were not formally put in, it is believed that all will be larger than last year's.

## MORCK NOW SOLE OWNER OF HOTEL

### BUYS OUT PARTNER, GRIFFIN IN WASHINGTON HOTEL

E. A. Morck, since last Saturday, has been sole owner of the "Hotel Washington, having taken over the half interest of his partner, A. H. Griffin, in a deal closed that day. Mr. Griffin, who with J. L. Johnston started the big Aberdeen hostelry 12 years ago, will turn orchardist; devoting his attention to his apple ranch at Lyle, on the Columbia, a valuable property.

Mr. Morck, who now has acquired entire ownership of one of the best hotels in the state, has been an Aberdeen citizen for the past five years, buying out Mr. Johnston's interest in the Washington when he arrived here. There will be no change in the policies of the hotel, Mr. Morck declaring that the high standard of efficiency that has been maintained in the past will be kept up.

## LABOR DAY TAKES CROWDS TO PARK

### LOWERING SKIES CAN'T KEEP DOWN SPIRITS OF THRUING

Labor Day was observed Monday morning, afternoon and evening out at Electric park, a crowd estimated at some 1,200 gathering for the occasion. Had the weather been more propitious in the morning, the attendance doubtless would have been much larger. As it was, in spite of showers and skies that lowered, everyone had a good time. An interesting address was given by John Wallace, former state industrial insurance commissioner.

Between baseball games in the park and a jitney dance in the pavilion there was amusement for all the young folks; and the older or more sedate found pleasure in strolling around the grounds. The entertainment wound up with a grand ball in the pavilion, and a smoker in the park, in which "Tex" Vernon mixed conclusions in a 10-round boxing bout with "Jockey" Bennett whenever the latter would allow it.

### 70 GO FROM HERE TO SCHOOL

It is estimated by City School Superintendent Miller that 70 young men and women from Aberdeen will attend some one of the colleges of Washington and Oregon this term. It is doubtful if any city of Aberdeen's size may show as good a record of college attendance, outside of the towns in which are located colleges.

## TAX LEVY MORE THAN 20 MILLS

### SALOON LOSS AND WEST BRIDGE PURCHASE PUT CRIMP IN MUNICIPALITY

At meetings held last week the city council practically decided that the budget for next year's municipal expenses will call for a tax levy of more than 20 mills, as against 12.81 mills required in 1915. The loss of saloon license money, totalling \$33,075 and the purchase of the West bridge account for the increase. Total expenditures allowed for are \$232,856.23. Levying of an occupation tax is being considered.

**Bond Election Invalid.** Announcement by City Attorney A. E. Cross that another bond election must be held for the Wishkah water project produced a sensation. The reason that the election was invalid was that the issuance of the \$500,000 bonds would make the city exceed its bonded indebtedness limit, in the opinion of New York attorneys advising the bond purchasers. The new election for \$400,000 of bonds will be held September 25.

At this election voters will be asked to bond the city for \$25,000 to buy the West bridge, as well, so that the city may not have to draw that money out of the current expense fund.

### SCHOOL TAX LEVY LOW

The tax levy in Aberdeen for school purposes will be low this year, 5 mills. Only \$35,000 of the \$105,000 required to operate the schools will be raised by direct tax here.

**Tell your friends what a good newspaper The Herald is—and it's Independent too**