

The DIGESTER

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THE DIGESTER

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J. A. Lundie, Editor

COVER

This month's cover picture shows the 42,000-ton P. & O.-Orient Line's luxury ship "Oriana" passing under Lions' Gate Bridge on her first voyage to Vancouver. Every vantage point around the harbour was jammed with thousands of residents and visitors who cheered the great liner as she steamed through the "Narrows".

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RALPH M. SHAW

Senior Executive Vice-President

ERNEST G. SHORTER

Executive Vice-President

TWO major appointments have been announced by the Honorable J. V. Clyne, Chairman of the Board of Directors, MacMillan, Bloedel and Powell River Limited.

Ralph M. Shaw, Executive Vice-President has been appointed Senior Executive Vice-President and Vice-President Ernest G. Shorter, Executive Vice-President.

Mr. Shaw will have overall responsibility for all Company sales and the Departments of Administration, Finance, and Planning, Research and Development.

Mr. Shorter will have overall responsibility for all Company production, forestry and timberland management and the Departments of Engineering and Labour Relations.

Both executives are prominent figures in the industrial life of British Columbia, particularly in the forest products field.

Ralph Shaw has had over 32 years of consecutive service with MacMillan, Bloedel and Powell River Limited. Raised and educated in Vancouver, B.C., he attended the University of B.C., and in 1928, joined the sales staff of H. R. MacMillan Export Company. In the next eight years he gained a valuable background of experience in the United States and United Kingdom sales departments; and in 1936 was appointed manager of United Kingdom sales.

He continued active in sales until 1957, when his wide experience and outstanding service were recognized in his promotion to President of MacMillan & Bloedel Limited.

With the amalgamation of MacMillan & Bloedel and Powell River Company on January 4, 1960, Ralph was appointed Executive Vice-President of the enlarged MacMillan, Bloedel and Powell River Limited.

Although born in the Yukon Territory he has spent most of his lifetime in Vancouver, where he has been active in many community and business projects. In his younger days he played soccer and other sports; but in recent years his favorite recreation is sailing around the waters of the Lower Mainland in his cabin cruiser.

Executive Vice-President Ernest Shorter is a native son of British Columbia, born in Vancouver of pioneer parents. He has been in the midst of forest products activities since leaving high school; and is considered an outstanding authority on logging and sawmill practices.

Before joining H. R. MacMillan Export Company in 1936, he had been employed in many and varied mill and woods operations in the province. His experience and ability were honored in his recognition as a B.C. lumber grading champion in 1937.



Ralph M. Shaw



Ernest G. Shorter

His first post with H. R. MacMillan Export took him to Alberni as yard foreman and shipper for the Alberni Pacific division. He was successively promoted to superintendent and manager in this division. In 1949 he moved to Chemainus, where he was promoted to general manager of Chemainus sawmill and logging operations.

Following the merger of MacMillan Export with Bloedel, Stewart and Welch, Ernie, in 1951, was appointed general manager of the new company's eastern district mills. A year later he took over the western district plants. In 1956 he was promoted to the senior executive position of vice-president of production.

On the merger of MacMillan & Bloedel and Powell River Company, he was appointed vice-president of logging and wood products production.

Ernie, in addition to his established reputation in the logging and sawmilling activities of British Columbia, is interested in the historical background and development of the industry in the province. He has been active in the promotion of the movement to search out and preserve the early records and history of the industry in British Columbia.

FACTS ABOUT ORIANA

Cost	\$40,600,000
Crew	903
Passenger Accommodation	First Class 639 Tourist 1496
No. of Cabins	First Class 344 Tourist 513
	857
Length	804 feet
Beam	100 feet
Speed	27½ knots



The de luxe 42,000 tonner Oriana, which arrived in Vancouver on her maiden voyage on February 2.

The "Posh" Liners Return to the Pacific with P. & O.-Orient Luxury Ships

ON FEBRUARY 2, the largest passenger liner ever to dock in Vancouver harbor, steamed through the picturesque "Narrows", threw its line shoreward and was slowly nudged into her berth by a fleet of puffing tugs.

The liner was the 42,000-ton Oriana, which with the Canberra is the latest and most luxuriously appointed vessel of the famed P. & O.-Orient Line fleet, which today has brought back the glory and romance of Pacific Ocean travel.

To Vancouverites, in particular, with their long history of seafaring tradition, the regular visits of de luxe liners, inbound from the great cities of the Far East, Australia or New Zealand, are heartening sights. The prestige, which all but died with the disappearance from the Pacific of the famous Empress ships and the vessels of the Canadian-Australasian lines, has now been restored in full and even greater measure.

Vancouver recalls the days when the original blue ribbon steamers of the Pacific, Empress of India, Empress of China, Empress of Japan, were in the full meridian of their power and glory. From 1890 until 1914, those beautiful clipper bowed ships had sailed majestically in and out of her harbor. She recalls too their successors—Empresses of Australia, Canada, Japan and Asia, who ruled the Pacific between the two world wars.

The romance and prestige of Pacific travel, lost since the White Empresses left the run, are returned with the de luxe fleet of P. & O.-Orient

She remembers the first three decades of the century when the Marama, Makura, and later the Aorangi and Niagara were names to conjure with on the Australian-New Zealand run.

She mourned the passing of these historic vessels and the fateful days following World War II, when service to Australia and the Orient was suspended until the fast, modern de luxe steamers of the P. & O.-Orient restored the port to its rightful place on the sealanes of the Pacific.

Since the advent of the P. & O.-Orient ships, with their luxurious appointments, modern lines and experienced service, passenger travel in the Pacific area has enjoyed an almost fantastic expansion. This year the company has booked 17 sailings from Vancouver, with a total passenger capacity of 48,000—an increase of 6,000 over the previous year.

These sailings will carry the traveller to many and widely extended countries of the world. Six voyages are scheduled for Australia and Europe,

via Suez; two to Australia and return; two to Europe via Panama and the Caribbean; three to the Orient, Australia and Europe; and one to Japan and return. The Oriana will make four visits to Vancouver during the year and the 45,000 ton Canberra, due on her first visit in July, will call twice in 1961.

The P. & O.-Orient combines the services and facilities of two of the world's most famous shipping companies—the original P. & O. (Peninsular and Oriental Steam Navigation Company) and the Orient Line.

The history of the P. & O. Line dates back to the early days of the 19th century. It was originally formed as the Peninsula Steam Navigation Company in 1834 by Brodie McGie Wilcox and Arthur Anderson, London shipowners and commission agents. At that time it operated between Great Britain and the Iberian Peninsula, the ancient name for Spain. Hence the origin of the word "Peninsula" in its title.

The Peninsular and Oriental Steam Navigation



The 24,215 ton Chusan, one of the first post war liners of P. & O.-Orient leaving Vancouver harbour.

Prior to the arrival of the P. & O.-Orient ships in 1954, the 27,000-ton Empress of Japan was the largest passenger liner to dock at Vancouver.

The 42,000-ton Oriana is second only in size to the U.S. Aircraft Carrier Coral Sea (63,000 tons), which docked early in 1960.

steamer. It was an expensive business but profitable when the bulk of the cargo included such costly "stuffs" as indigo, tea, silk and precious metals.

The period between 1870 and World War I were the "push" days of the P. & O., when British military personnel and officers of the East India Company composed the bulk of its passengers. It was in this period that the word "push" originated. **Port Out Starboard Home** were the choice cabin accommodations.

The other half of the present company—the Orient Line—was formed in 1879 and derives its name from the sailing clipper, Orient, which made many record breaking voyages between the United Kingdom and Australia. Orient Line now operates ships between Britain and Australia, via Suez; and between Australia and North America. It has been a leader in ship design and set the post World War II style of merging funnel, mast and bridge in one unit. The mast has now disappeared.

The ships of this expanding fleet are well known in Vancouver and Pacific ports. Their every appearance attracts hundreds of visitors to dockside to admire their sleek lines and modern appointments. They are the delight of Vancouver ship lovers, who watch them come and go—the Orsova (29,000 tons), Himalaya (28,000), Orcades (28,000), Oronsay (28,000), Chusan (24,215), Arcadia (30,000) and now the super liners Canberra (45,000) and Oriana (42,000).

And once again the posh liners ply the Pacific, proud and arrogant as were their predecessors, bringing a new era of romance and adventure on the high seas to the ports of the west.



Orsova outward bound from Vancouver passing under Lions' Gate Bridge.

Company—the original P. & O., came into existence in 1840, when the firm contracted to carry mail between England and Egypt, and two years later to India. By 1848, the line ran mail, freight and passenger service between India and China. Service was extended to Australia in 1852, and still later the entire Far East, Singapore, Ceylon and Japan became regular ports of call.

The P. & O. sailings to India, prior to the opening of the Suez Canal in 1870, covered a most colorful period in the company history. The route to India via Suez was overlaid between Suez and Cairo—and all cargo had to be unloaded, toted across the Isthmus and reloaded.

For this operation 3,000 camels were required to transport the cargo and mails of a single



E. G. Shorter

Following is a condensation of an address made recently to the Technical Section of the Canadian Pulp and Paper Association by Mr. E. G. Shorter, Executive Vice-President of MacMillan, Bloedel and Powell River Limited. Mr. Shorter detailed the many areas where wood utilization can be affected and improved. With his extensive background in the forest products field he is an authority on all matters relating to the industry.

A CONSIDERABLE part of the remaining timber in the coastal forests of British Columbia is marginal and uneconomic under today's market conditions.

Perhaps in making inaccessible and uneconomic timber economically available lies the greatest potential for improved wood utilization.

Forest utilization covers a large area. It starts with forestry and ends with the final product.

The need to improve utilization presents a constant challenge to our personnel in forestry, logging, log sorting and distribution, manufacturing, sales and research, covering the whole area from a reduction in costs in getting the raw material to our mills, to the development of new products and markets.

I. FORESTRY

Planting

After removal of mature timber, forestry can establish the next crops of timber more quickly than nature and in addition can establish a forest of the desired species.

However, the initial cost of planting and of financing the new crop until maturity at 70 or 90 years must be very carefully weighed against the profit potential of the end products.

The policy of the Provincial Forest Service of putting the forests of British Columbia on a sustained yield basis will do much towards greater wood utilization, but much remains to be done to get the policy working to its fullest extent.

Thinning

So far on the Pacific Coast of B.C. no large projects of commercial thinning have been undertaken. Economic factors have confined forest thinning to experimental activity in this area.

Some effort has been made on Vancouver Island to encourage farmers to thin their stands

Progress in Wood Utilization on the Coast of British Columbia

and to put their woodlots on a sustained yield. However, clear cutting has prevailed over thinning because of the easier and more economical method of logging.

Because of economics, it is doubtful if the thinning of coastal immature forests will become a practice. However, development of new methods could change this situation and make available considerable quantities of raw material which is otherwise wasted.

Protection

Forestry is doing much to abate the inroads of insects which are destroying mature timber. Some successful spraying projects to control the budworm have been done by timber owners and our Provincial and Dominion Forestry Services.

Immediate logging of the affected timber will decrease the damage caused by insects. Ambrosia beetle damage is reduced by controlling felled and bucked timber during the period these beetles are active. Major population build-ups of destructive insects can be averted or reduced through early detection and corrective action.

Although major improvements have recently been made in fire protection and suppression, fire continues to cause excessive damage to forests. Through public education, adequate detection and fast mechanized suppression, the years ahead should see this damage reduced.

II. PRIMARY LOGGING

The degree of utilization of wood depends on what portion of the sound fibre can be harvested economically.

A forest is not uniform, being made up of many species with trees varying widely in size, cost of removal and values, accessibility, ground conditions and the distance from the manufacturing point.

Another important factor affecting the degree of utilization is the markets for the material. A large integrated forest company has more opportunity to achieve a higher degree of utilization than a smaller, more specialized company. Even so, changing market conditions can make some species and some smaller sizes and grades of material uneconomic almost overnight. Such conditions can only be offset if the logging operation has been made extremely flexible. It must have the capacity to move from the non-acceptable types and sizes of timber into timber types which are economically acceptable to the immediate market.

The utilization in the logging operation will be further affected by the layout or the logging plan. Efficient management will make maximum use of all the available methods and will also develop new

methods so that each timber type or setting is logged by the method best suited to the conditions.

Less flexible planning can result in such a poor methods application that excessive timber is broken in the process and utilization suffers.

Some of the older methods required large volumes of timber to be felled ahead of the logging operation and inventories were subject to decay, insect damage and to a higher exposure to fires, all contributing to a lower utilization.

Day to day operating functions also affect the degree of utilization.

For example, careful controls on falling and bucking are necessary to ensure low stumps and minimum breakage.

Log dumping breakage, particularly with cedar, can affect utilization. This can be overcome by lifting logs off trucks into the water.

The loss from logs sinking during booming or log storage is an important factor. Control can be exercised by bundling the logs in the woods and retaining them in this package until they reach the converting plant. In this way the heavy logs in the bundle are suspended by the more buoyant logs.

In our salt water coastal areas, teredos cause a great loss of wood. This can be reduced by revolving log inventories and cutting before they become seriously infected.

The recent development of barging logs has made much more timber accessible and economically acceptable. Transportation of logs is a major expense and any lowering of this cost will increase utilization by making more timber economical to our converting plants.

In summary, greater utilization is purely a question of economics. How clean you leave the forest floor depends entirely on whether it pays. Any cubic foot of wood on which money has been spent is worth a good second look from an economic standpoint before it is left.

Today there are many new methods of salvaging small wood which have reduced the handling costs considerably.

Fire protection and suppression are areas where considerable improvement has recently been made in saving wood. Alertness, coupled with more access roads, good fire suppression equipment, better pumps and the use of aircraft have improved fire protection.

Much credit must be given to the Forest Service for their activity in establishing forest lookouts and their use of modern fire suppression equipment.

III. CONVERSION OF LOGS TO LUMBER—PLYWOOD—SHINGLES

Since the entry of the pulp mill into integrated forest operations, the opportunity to improve wood waste utilization in our sawmills and plywood plants has increased tenfold.

Without some form of chip recovery for pulp mills it is very doubtful today if an integrated

coastal sawmill or plywood plant could operate economically.

Today a coastal sawmill must look at the total cubic foot realization in a log. The old days of getting less than 50% into saleable products are gone. Now almost 70% of the log goes into saleable products.

While log barking and chipping are the answer to sawmill and plywood chip recovery, many mistakes can be made in the selection of equipment.

The sawmill must be of sufficient capacity to support an installation of barking, chipping and chip handling facilities. This can exceed \$1,000,000 capital. A small mill, sawing even up to 50,000 FBM logs per day, cannot afford a costly installation to recover waste.

The type of barker is most important and has much to do with wood utilization. Costly hydraulic barkers are required to bark cedar logs. Damage to barked surface of logs affects chip quality and lowers recovery.

The lumber market and order file is an extensive area for wood utilization. Lumber recovery can be improved by sawing methods applicable to the various markets. The European market demands full size lumber which, if not carefully supervised, can result in much oversize lumber being produced which seriously affects recovery.

In the U.S. market some improvement in recovery can be made with scant sawing the thickness and width, or recovering chips by use of side and even top head chippers in the planer mill.

All phases of the sawmill and plywood manufacturing processes present opportunities to improve utilization. The greatest area seems to be in control sizes and tolerances both on plywood and lumber.

Considerable strides have been made in the plywood process by recovery of chips from cores and non-contaminated veneers. More can be done to improve the waste in log lengths, particularly when a 35 or 36 ft. high cost peeler log only produces 32 lineal feet of finished plywood. A loss of 10% of the length of a log.

The chief remaining opportunity to improve wood utilization in our sawmills is to put sawdust to profitable use, possibly for pulp or groundwood.

Some efforts have been made to recover chips from the sawing process which is possible with edger saws. Head saws are being developed. Screening of edger and headsaw sawdust can result in recovery of some usable pulp fibre. The use of finer gauge saws, gang saws and the changeover from circular saws to bandsaws has improved recovery by reducing the volume of sawdust.

Lumber may become a by-product of a pulp mill. With close utilization, one-third of each log can be recovered in the form of chips. Today we are manufacturing three products in our sawmills—lumber, chips and fuel. The economics of all must be studied closely because of the fine line between chipping a log and sawing it into lumber.

(Continued on Page 7)

Higher Speeds, Increased Production, Quality Improvements, Feature

NEW PAPER MACHINE

CONSTRUCTION is proceeding on the new newsprint machine installation at Port Alberni, announced by the Company on July 6, 1960.

Preliminary engineering has been finished. A new woodroom is well on the way to completion and the machine itself with all major equipment components, has now been ordered for firm delivery dates.

Installation of this twelfth newsprint machine—No. 5 at Alberni—is evidence of the Company's faith in the future and its desire to ensure that publishers' requirements, particularly in the Western region, will be available in the years ahead.

Working closely with Powell River-Alberni Sales

Of the eight newsprint machines brought into production in Canada since 1957, three have been installed by MacMillan, Bloedel and Powell River. The experience gained from the installation and operation of these machines—No. 3 and 4 at Port Alberni and No. 9 at Powell River—will greatly assist crews with the construction of the new unit, into which all current innovations are being incorporated.

The machine will have a wire width of 324" with a maximum production that could reach 450 tons daily. It will be equipped with centrifugal cleaners and pressure screens to remove dirt and slivers. An improved headbox design, press design

Foundations for saw mill and chipper plants being laid, and work proceeding on schedule. Target date is for summer of 1963.

Limited, which markets all of our newsprint production, Company officials decided on this major step to protect the interests of the publishers in the coming years. The decision was one of foresight, particularly when today's market is not able to absorb the present available capacity.

Engineering studies and development work in connection with the machine have been carried out with one main objective in mind—to supply the publishers with quality newsprint, a sheet with improved printability that will allow them to compete with other advertising media; and with runnability that will enable them to increase press-room efficiency. Through the use of all modern paper making techniques we are confident this aim can be achieved.

and a wire 150' in length, will all assist in improving newsprint quality, particularly smoothness, printing and operating efficiency.

Finishing room equipment has been further developed. Rolls will be automatically wrapped with an improved end bandcrimper to furnish more attractive and secure packaging. Hydraulic bumpers on the roll handling equipment will help reduce possible roll damage.

With the construction now under way at Port Alberni, the target date for production is the summer of 1963. As the project continues The Digester will carry further articles and pictures to keep our readers informed on expanding developments.

Start of construction on new newsprint machine project at Port Alberni.





Harold S. Foley

THE first resident of British Columbia to be appointed to the executive committee of Canada's oldest chartered bank—the Bank of Montreal.

That honor was accorded Harold S. Foley, Vice-Chairman of MacMillan, Bloedel and Powell River Limited, on December 5, 1960, when he was appointed a vice-president at the bank's 143rd annual meeting in Montreal.

Mr. Foley has served as a director of the bank

Harold S. Foley Honored by Bank of Montreal

FIRST B.C. RESIDENT TO RECEIVE
VICE-PRESIDENT RECOGNITION

Harold Foley, former President of Brooks-Scanlon Incorporated in Florida, joined Powell River Company in 1936 as Executive Vice-President. He was promoted successively to President and Chairman of the Board.

On the amalgamation of MacMillan & Bloedel Limited and Powell River Company Limited on January 4, 1960, he was appointed Vice-Chairman of the Board of MacMillan, Bloedel and Powell River Limited.

Mr. Foley has been a prominent personality in the business, social and welfare life of the province for the past twenty-four years.

since 1954; and his new appointment is recognition of his service to the institution and of his high place in the business and industrial life of British Columbia and Canada.

Harold Foley is a director in a number of other companies, including B.C. Power Corporation and the Great West Life Assurance Company.

Progress in Wood Utilization

(Continued from Page 5)

Due to closer utilization of wood waste, the plywood and sawmill of the future must become part of the chemical pulp mill or groundwood mill.

Coastal shingle mills are required to take care of the cedar chunks and pieces developing from trees shattered during the logging process. Much of the standing cedar timber thus cannot be recovered in log form. This is an area for improved wood utilization by better falling, yarding, loading and log dumping methods in the woods.

Shingle mill waste presents a difficult disposal and recovery problem. In the integrated sawmill/shingle mill combination some attempt has been made to utilize shingle waste for chips but the portion has been small and results discouraging.

The integrated shingle mill of the future will bark its logs and recover almost 100% of the waste for chips.

In the integrated forest unit we need the shingle mill, but its chance to survive may depend upon making better utilization of its waste.

The major effort to improve upon wood utilization in our sawmills and plywood mills has been in the area of chip recovery. We are gradually tying our sawmill/plywood economy to pulp economy, which would create drastic economic

problems to our entire forest economy if anything happened to pulp markets.

The recently developed utilization of sawdust for charcoal and cedar sawmill waste for flakeboard are moves in another direction.

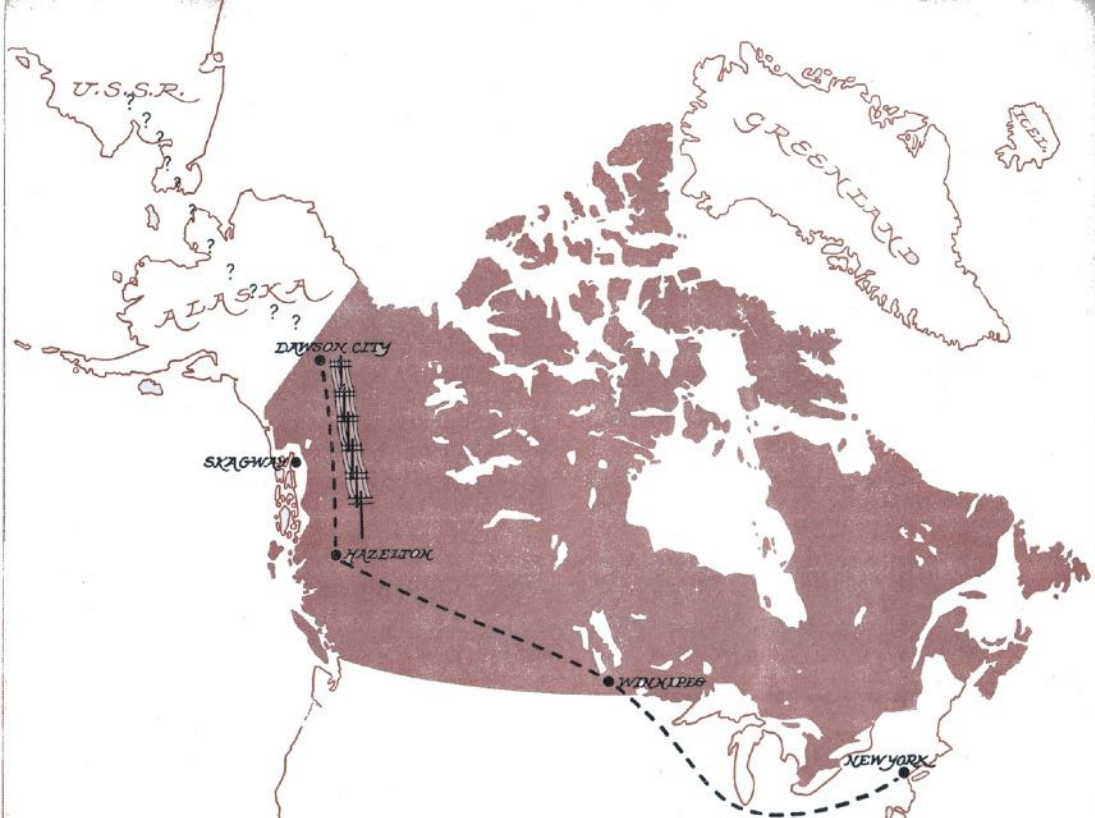
The future of our coastal sawmills depends upon continuing research for complete utilization of remaining waste—sawdust and bark.

The pulp and newsprint industries of the West Coast are keenly aware of the need for more complete utilization of our forest resources and considerable progress towards this goal has been made.

Increasing amounts of Red cedar are being used in the manufacture of kraft pulp or in conversion to composite board. The yield of sulphite pulp used in newsprint manufacture has been increased from 40 to 70 per cent, and research work is being done on the preparation of chemical pulps in yields above 80 per cent. In addition extensive studies are under way on the manufacture of groundwood from sawdust and chips.

However, much research, development and technological application remains to be done.

The problem of complete forest utilization is so vast and complex that it will remain in our lifetime an unending challenge to all whose livelihood depends directly or indirectly on our forest resources.



Saga of Homesick Russian Girl Ends in Silence of Canada's Northland

By BRUCE RAMSEY, The Vancouver Province

**ON FOOT, FROM THE TEEMING
METROPOLIS OF NEW YORK ACROSS
THE UNITED STATES INTO THE DAYS
AND NIGHTS OF THE ARCTIC SHE
TRAVELLED ALONE**

FROM out of the vast and sparsely inhabited northland of British Columbia have come many gripping tales of courage, of hardships endured and dangers encountered. Few are more heart touching or packed with human interest appeal than the story of a little, homesick Russian girl, Lillian Alling, which was recently uncovered in the official police records of the north:

LILLIAN WANTED TO GO HOME! A simple, unaffected girl of peasant stock, she had emigrated

to New York, seeking horizons beyond those of her native hamlet. But every facet of the BIG CITY frightened and bewildered her.

The street cars, the taxis, the bright lights, the noise, and the masses of people surging this way and that, struck terror in her heart. She longed for her home hearth.

It was two continents and an ocean away. How could she, from her meagre wages as a domestic servant ever accumulate passage money for the long journey back? She grew ever more homesick, ever more frustrated, until one day she made her GREAT DECISION.

SHE WOULD WALK—YES, WALK. She would cross North America and Asia over a route that would lead her across the United States, through British Columbia, the Yukon, Alaska, across Behring Straits and through the wastes of Siberia.

A fantastic and foolhardy trip, perhaps, but the call of the family fireside, the desire to be with her loved ones was far more powerful than reason, logic or physical barriers.

In the middle of September, 1927, Lillian Alling appeared at the Second Cabin on the now defunct Yukon Telegraph Line north of Hazelton in central B.C. She had walked 30 to 40 miles a day on a route which stretched from New York to Winnipeg, and thence west and north. And now, at the fringe of civilization, this forlorn 30-year-old girl, was to face her greatest test. She was entering the north country just as the chill breath of winter was closing in.

The B.C. Provincial Police at Hazelton tried to dissuade her from going further, but she pleaded with them to let her continue. Touched though they were by her courage and determination, the officers felt that in the interests of humanity they just couldn't allow her to proceed. They discovered she was carrying three loaves of bread, some tea, two ten dollar bills and an 18 inch iron bar. The latter, she told them, was not to be used for clout-ing a marauding bear on the snout, but to clobber any male who happened to get in her way—police officers, excepted!

The sergeant at the Hazelton detachment decided the most humane course was to charge her with vagrancy and send her to Oakalla Prison Farm near Vancouver where she could spend the winter and forget all about this crazy trip. The correct course, undoubtedly, but it didn't fit in with Lillian's plans.

In June, 1928, she was off again, and once more the police tried to restrain her. Lillian's response was always the same, "I am going to Russia, please do not stop me."

There was nothing in the police manual, nothing in the law books against walking to Russia, but the police extracted a promise that she would report

in at each of the telegraph stations, located every 15 or 20 miles along the route. To this she agreed.

When she reached Cabin No. 9 of the Yukon Telegraph Company, her clothes were in shreds. Jim Christie, in charge of the station, looked at Lillian, then at his partner, Charlie Janze, and said, "Well, here's where we go into the tailoring business!"

The clothes the men fashioned for her would not have won rave reviews at a Paris fashion salon. But at Cabin No. 9 in this bleak wilderness of north-western British Columbia, they filled the bill.

Lillian rested three days at Cabin 9 and was off again into the "great alone", this time with a dog as a companion, given her by Jim Christie. Straight ahead lay an 8,000 foot summit, the first of 18 such obstacles to be overcome before she reached the end of the telegraph trail at Dawson City. How many more lay between here and the narrow strip of water separating North America from Siberia, only a detailed map of the country will reveal.

It was a nightmarish journey. Swirling fogs swept down, blotting out all vestiges of the trail. A mis-step could mean death.

At Echo Lake telegrapher Scotty Ogilvie set out to meet her, but somehow she missed him and continued on alone to the next reporting station. Luck rode with Lillian Alling all that day, but not with Scotty Ogilvie, the Scotsman who sang wherever he went. When the lone girl reached the reporting station, Ogilvie's partner set out to search for his friend. He found him, but Ogilvie would never sing to the tall timbers and rushing streams again. They buried him there on the Yukon Telegraph Company trail.

Poor Lillian. She grieved for the man who gave his life to help her, and before she continued her journey, she wept as she laid wild flowers on his grave.

The last report on Lillian Alling recorded her arrival at Dawson City in the Yukon and her departure from that city. But beyond that point, all trace of her seems to have vanished. And the story of this courageous dedicated girl is lost somewhere in the silent vastnesses of the north.

This was no story of a "stunt"—no publicity scheme to sell this or that product. It was an unheralded story of a simple, homesick girl, trying to reach her home in the only way she could—by walking alone into the north.

Did she reach the Behring Straits and did some friendly fisherman ferry her across those forbidding waters to the shores of Siberia, where she would continue her pilgrimage from outpost to outpost?

It is unlikely that we will ever know. Perhaps it is better that way, for the ways of the North are cruel, its defences powerful and its revenge merciless. We can only hope she arrived safely home.

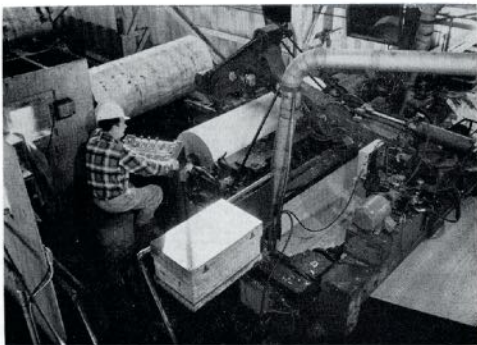
- 3 The veneer panels go into the drying machines to prepare them for gluing.



- 2 The continuous sheet coming off the peeling lathe is then cut into 4' widths, before going on to the dryers.



- 1 The thin layer of veneer is first peeled off the rotating peeler log which is 8' in length.



PLYWOOD

Wood of

PLYWOOD, like all other wood products, is in such wide and varied use that it has become a normal and now indispensable part of ordinary living.

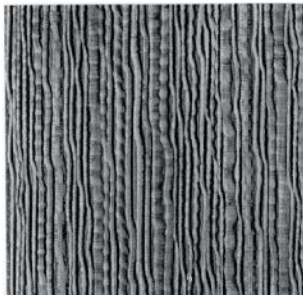
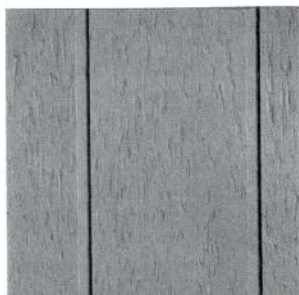
The construction industry, in its many facets, would find it almost impossible to carry on, under modern conditions, without plywood. It is used for concrete forms, wall and roof sheathing and many other applications; and for final finishing various types of decorative panels are available.

PINSTRIFE

TRENDWALL

SYLVACORD

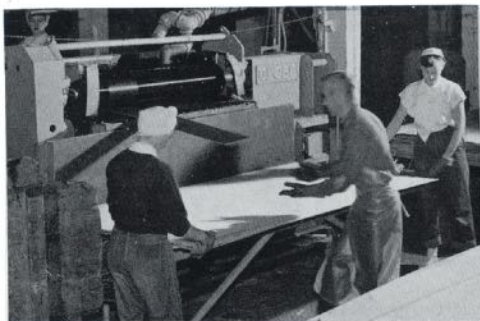
BLOCK





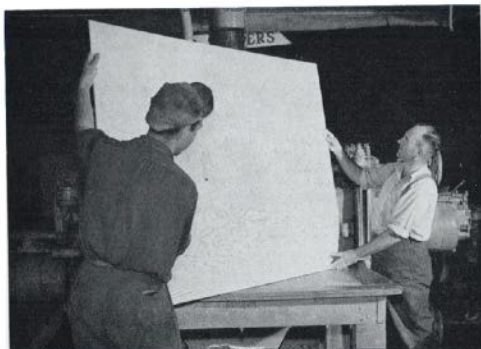
4 The fascinating patching machines where knots and other blemishes are punched out and replaced by solid wood.

WOOD
Many Uses



5 The gluing process. Emerging from the glue spreader inside layers are placed crosswise on bottom sheet of veneer and the top panel then added to form the 3-ply. Further layers are added to form 5 or 7-ply. The sheets then pass through presses.

6 Knots removed, drying, gluing and pressing completed, the sheets are trimmed and sanded, ready for shipment.



Plywood's use today is universal; and there is scarcely any type of construction or manufacturing where it is not utilized for decorative and utility purposes.

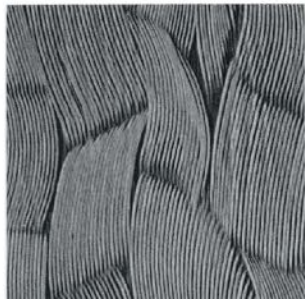
This is not a story of plywood manufacture or of its extensive uses. It is just an attempt to show briefly, in pictorial form, some of the highlights of the fascinating plywood process—and a few examples of the decorative panelling made by MacMillan, Bloedel and Powell River in its plants at Vancouver and Alberni.

CKLINE

TROPICAMA

SYLVACRAFT

BEACHCOMBER





J. Harold Sheridan

ON JANUARY 1, 1961, J. Harold Sheridan, Manager of MacMillan, Bloedel and Powell River's New York office, retired after thirty-eight years of consecutive service with the Company.

Harold, a native of Montreal, but an adopted son of Vancouver since the age of nine, joined the original MacMillan Export Company in 1922. He came to the Company after six years' experience with the Rat Portage Lumber Company of Vancouver.

Harold Sheridan Retires After 38 Years Service

In the intervening years, he has been a prominent figure in the lumber markets of the Western Hemisphere, on both sides of the Pacific.

His activities have been many and varied. He organized and managed the Company's office in Portland, Oregon, from 1926-1929; spent a year in the East as the Company's first representative in China; and returned to manage the Seattle office from 1930-1941.

When the Company decided to open an office in New York, Harold Sheridan was entrusted with the job of organization and management where he remained as manager until his retirement.

Harold's wide circle of friends in the industry will join The Digester in wishing him many years of happy and rewarding retirement.

Ewen Fraser Appointed Manager at New York

Succeeding Harold Sheridan as manager at New York is Ewen M. Fraser, who first joined the Company as a junior, with Canadian Transport Company, in 1937.

Ewen was a sales representative with the Plywood Division from 1940-1942. He spent four years overseas with the Canadian Scottish Regiment, was promoted to captain and returned to the Plywood Division in 1946. In November of that year he was transferred to the United States Sales Division as a trader; and for the last fourteen years Ewen has served in sales divisions in Canada and the United States.

He has had a broad experience in the field and



Ewen M. Fraser

has enjoyed wide customer contacts in both countries. In the last decade he has been in the New York office. His experience and background made him a logical choice to succeed his friend, Harold Sheridan.

Found in Recently Uncovered Forest,

ICE AGE TREES ARE STILL USABLE

May Be 40,000 Years Old

*Very old are the woods
And the buds that break,
Out of the brier's boughs
When March winds wake.*

—Walter De La Mare.

It is a truly remarkable discovery, another fascinating chapter in the "Wonder of Wood".

And if geologists can conclusively prove the age as ranging from 12,000 to 40,000 years, its sales value will surely set an all time high price for logs—as souvenir value.

Executive Vice-President Ernest G. Shorter has added to our Big Tree collection with a pictorial and factual history of MacMillan, Bloedel and Powell River's big Douglas fir at its Shawnigan Lake Division.

In 1959 it was approved by Company directors that this 750-year-old tree be left standing for posterity. It is one of the largest Douglas firs on record.

At our Chemainus Division, one of the oldest living trees, 1,200 years, has been preserved by the Company.

Our recent articles on "Big Trees" have attracted considerable interest and inspired many discussions, arguments and challenges among our veteran loggers.

The Digester is always willing to publish pictorial proof of bigger or older trees in British Columbia.

The Douglas fir, 750 years old, 13½ feet in diameter, which was left standing at Shawnigan Lake.



Resident Engineer of road project, Jim Keenleyside (centre) displays standing trunk of a 40,000-year-old tree. Dr. George Allen (right) Dean of the Faculty of Forestry, U.B.C., and hidden by trunk is W. F. (Bill) Myring, Secretary-Manager of B.C. Branch, Canadian Forestry Association.—Photo by Tom Leach.

IN A RECENT article, "If Trees Could Speak", The Digester recorded factual information on the age and size of a few trees or sections of trees grown on our Company limits.

Since publication of the article, more big sticks have turned up to challenge the interest of the historically minded logger and add to our "Big Tree" archives.

A tree find that has intrigued the imagination of foresters in British Columbia was uncovered recently by workmen along the Upper Levels Highway in North Vancouver.

On the west bank of Lynn Creek they were working on an 85 foot deep cut for the new road when they suddenly uncovered a stand of trees apparently perfectly preserved.

This prize forestry find has excited the curiosity of geologists and local historians. It is their opinion that the trees were covered by glacial deposits during the Ice Age and may be as old as 40,000 years.

Petrified wood? No. The wood was perfectly preserved and was readily cut and workable.

750 YEAR OLD DOUGLAS FIR

Situated in Block 9, Shawnigan Lake Division

STATISTICS

Total height to broken top.....	222 feet
Estimated diameter of broken top.....	36 inches
Height to first limb.....	108 feet
Circumference at 7 feet above ground.....	39 feet, 1 inch
Diameter outside bark at 7 feet.....	12 feet, 5 inches
Estimated bark thickness.....	7½ inches
Diameter inside bark (7 feet up).....	11 feet, 2 inches
Estimated age of large tree.....	750 years

Estimated volume in tree, assuming tree sound and not broken in falling, 68,954 fbm.

This tree is standing straight and should last another 200 years.



John E. Liersch



Dean Chant



Riley Walrod

FAR REACHING CHANGES IN BRITISH COLUMBIA'S EDUCATION SYSTEM SUGGESTED

Chant Commission Emphasizes Concentration on Basic Subjects

IN BOTH Canada and the United States, the problems and direction of education have been a matter of concern at all levels of government.

Three years ago the Government of British Columbia appointed a three-man Royal Commission to report and make recommendations for an overhaul of the system of education in the province. Chairman of the probe was Dean Chant, of the University of British Columbia. The other members were John E. Liersch, a former vice-president of MacMillan, Bloedel and Powell River Limited and Riley Walrod, general manager of B.C. Tree Fruits Association.

The 825-page Chant Report was published late in December, 1960, and immediately became headline news in all western Canadian newspapers. It is one of the most universally discussed documents of recent years; and probes deeply and remorselessly at the roots of education policies in British Columbia.

One strong refrain runs consistently through the pages of the report: **"More emphasis must be placed on basic academic subjects, less on non-academic."**

If the commission's recommendations are adopted, it will mean a virtual rebuilding of the B.C. public school system and its curriculum. The new recommendations propose a division of schools into three distinct categories — **elementary, high schools and college academies.**

ELEMENTARY SCHOOLS

The elementary school should be extended to include Grade 7, which is now the largest secondary grade and has the highest percentage of retarded students.

Industrial arts and home economics would be discontinued in this grade. All through the elementary school the time for music and art would be cut. In Grade 7 the controversial health and personal development (H.P.D.) time would be reduced almost to half.

HIGH SCHOOL

The high school would consist of Grades 8, 9 and 10. The commission has drastically—and many people believe rightly—modified the current system of passing pupils on teachers' recommendations. All students entering Grade 8 would have to pass a provincial government entrance examination.

If they fail, they could repeat Grade 7 and try once more. Alternately they could enter a junior vocational course, or leave school, if over 15 years of age. The provision of vocational schools for students, whose aptitudes run to "hands" rather than academic subjects should substantially reduce failures of students in later grades.

From Grade 8 onward the student would face a challenging assignment. Failure on a second try in Grade 8 would send him into junior vocational

courses, either in composite secondary schools or separate vocational institutions.

At the end of Grade 10, when the student would be 16 years old, a further provincial examination for entrance into the college academy would be compulsory. Again the student may fail once but must repeat Grade 10 before trying again. If a student fails the second time he would forfeit the opportunity of carrying on with an academic career in the college academy. Two other alternatives would be open to him. He could continue his studies toward a high school graduation certificate—which does not qualify the student for university entrance—or move into a three-year senior vocational course, which would start at Grade 9.

COLLEGE ACADEMIES

The successful graduate of Grade 10 would move into the college academy, composed of Grades 11, 12 and 13. This group, with the siphoning off into vocational training in Grades 7, 8 and 10 would be a highly selective one and the standard, says the report, "could be raised considerably above the present university program in high schools."



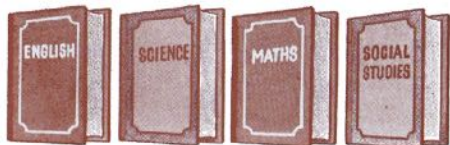
The academies would provide both technical and academic subjects at an equal level. On the completion of Grade 12 there would be further examinations to provide entrance to university, Grade 13, or to institutes of advanced technology which should be set up in key spots of British Columbia.

Vital changes in the school curriculum have been proposed. Too many courses, the commission believes, are offered and the result is often superficial learning, skimpy coverage and inaccuracy.

CURRICULUM CHANGES

The commission recommends increasing the school day to six hours from the present five and one-half for secondary schools; and the general school year to at least 200 days instead of the current 190.

Dr. Chant and his associates brought out of moth balls the old and still widely favored report card system of father and mother, in which the simple percentage system of marks replaces the present sometimes bewildering letter-grade innovation. It strongly recommends more homework and slashes much of the time spent on music, art, home economics, cooking and health and



physical development (H.P.D.) from the school program. The time saved would be devoted to English, Mathematics, Social Studies and Science. In man-on-the-street language, the commission's intent is to "concentrate on the Three R's and cut down on the frills."

TEACHERS

An important segment of the report concerns the provision, training and rewards to qualified teachers. A general problem in most areas of Canada and the United States has been the difficulty, under conditions of overall teacher shortage, of providing, particularly in rural areas, fully qualified or adequately trained staffs. To help meet the rural school problem the commission proposes subsidies of up to \$4,000 for teachers in training, who undertake to go wherever sent, for a specified time after qualification. Higher pay for highly qualified professional teachers and senior teachers is recommended. Cancellation of certificates of teachers who do not measure up to the new standards is also suggested.

The summary on these pages is a very bare and incomplete outline of the weighty and meaty recommendations of this exhaustive and all embracing report, which ranges through discipline, school dress, sex and religious education, text books and scores of other details.

The general public of British Columbia appears to strongly favor most of the committee's recommendations. But they ask with understandable anxiety, "What would it cost?"

Some of the recommendations, such as the return of Grade 7 to the elementary school, would reduce costs in the future. On the other hand, some proposals, such as the far-reaching recom-



mendations for vocational and technical schools, would undoubtedly increase costs. However, even if the present system is continued without any change whatever, the commission has been careful to point out, through analyses of future school population trends, that the anticipated numerical increases alone will treble the present costs of education in B.C. by 1975. The commission recognizes and appreciates public concern on rising education costs . . . but their answer is plain and frank.

"There can be no doubt that, to keep abreast of the times in which we live, increased expenditures are inevitable."

In simple phrase, if we want better education, we have to pay for it.

Meantime, the Chant Report continues to occupy the headlines; and there is little doubt that it is an impressive, imposing and challenging document that will be studied in many provinces and states of this continent.



They don't shoot a cutie like this. It is a two-hour-old Dall sheep, found 100 miles north of Whitehorse. It is now in the Chicago Zoo.

Editor's Note:

MacMillan, Bloedel and Powell River Limited are frequently asked for information on hunting areas in British Columbia—and what varieties of game are available. This outline attempts to provide some of the answers.

BRITISH COLUMBIA is a land of matchless game, and has a greater variety, quantity, and quality of big game than can be found anywhere with the possible exception of Africa.

Big-horn, Stone, and Fannin Sheep; Wapiti, Caribou, Moose, Giant Grizzly, Goat, Deer, Black and Brown Bear, Wolves, and Cougars—they are all there for the enterprising hunter.

For the most part, these happy hunting grounds of our province are within easy reach of highways or railroads. But don't let this fool you. In many locations you have to work at your hunting. Topography is rugged, steep. Good legs and good wind are essential features of the hunter's equipment.

Some of the favoured and better known hunting areas include Cassiar, Peace River, Cariboo and Kootenay districts.

One of the most thrilling outdoor pastimes is following a swimming moose across a lake. This scene is on Angel Lake in the Cariboo, where the party was shooting wild life pictures.



British Columbia



There is no assurance of safety in climbing a tree to get away from Mr. Bruin.

CASSIAR REGION

The Cassiar region in northern British Columbia is one of the world's famous game areas. Here are the great Moose, Caribou, Stone and Fannin Sheep, Goat and Bear. The Moose attain enormous stature and the Osborn Caribou is the finest of its species for body size and horn growth. In this region, saddle-horses, available at Telegraph Creek, can be used so extensively that only short stalks are necessary.

THE PEACE RIVER

With the advent of the Pacific Great Eastern Railway, the Peace River country has become increasingly attractive to the sportsman. It is also accessible by the John Hart Highway from Prince George to Dawson Creek, Mile 0 on the Alaska Highway. The "Peace" is very similar to the Cassiar and the big Moose, Caribou and Deer are plentiful.

Land of Matchless Game Hunting

***The Grizzly, the Mountain Sheep,
Moose, Elk, Caribou, Goat
They Are All There***

THE UPPER CARIBOO

In the Quesnel area some of the choicest hunting in the world may be found. Near the Bowron Lake Game Reserve, Moose, Goat and Bear roam; and in the Quesnel Lake district, the Mule Deer, Grizzly and Black Bear compete with the Caribou Moose. The entire area is accessible by the Pacific Great Eastern Railway; or by car along the historic Cariboo Road.



These Rocky Mountain sheep are what you find in the Canadian Rockies.

THE LOWER CARIBOO

In the spring Grizzlies attract the sportsman to the Lillooet district and in the fall Sheep, Goat and Mule Deer are equally inviting. This region, with its pleasant climate, is just about everything the game hunter can desire. North and west are the open hills and ranges of the Chilcotin where the California Big-horn Sheep, Grizzly, Black Bear and Moose are ready to match wits with intruders. Outfitting equipment is available throughout the country—at Clinton, Horsefly, Likely, 100 and 150 Mile Houses and other centres. This fine Moose hunting country can be reached in a day's travel by auto from Vancouver.



A nice specimen, with horns "in the velvet".

THE KOOTENAYS

To the hunter with only limited time, the Kootenay is your dish. It is easily accessible, with the Canadian Pacific Railway running along its entire length. Here too, the Big-horn Sheep are the master race, but Grizzlies and Wapiti are plentiful. So are the White-tailed and Mule Deer and Moose. In the Kootenay area there is open season for the Wapiti (Elk). Good highways and easily traversed streams and lakes are further lures for the sportsman.

This brief outline touches only on big game. But all the regions enumerated are rich and prolific in bird and fish life. Hunting supplies and equipment may be obtained near all the game locations; and competent guides are available at any time.

British Columbia has many and varied attractions to interest and delight the visitor; and near the head of the list is the unique opportunity offered big game hunters in search of variety and real sport.

A deer and her fawn are common sights in many parts of British Columbia.



Around Our Communities



Miniature of famous flag pole.

Employee's Flag Pole Picture Wins Wide Acclaim

Requests from Many Widely Separated Areas Hail Dramatic Shot

The two feature stories of our community activities this month, come from the far north and the deep south of our operations.

The inside back cover of the last November-December Digester displayed a dramatic, full page "shot" of the big Kew Gardens flag pole log, as it was gingerly edged around a sharp corner in the Copper Canyon area, location of one of our Company's Vancouver Island logging camps.

Since publication we have had requests from

trade magazines and other periodicals for copies of this "truly dramatic picture".

We feel the same way, ourselves. We are unusually proud of the picture, particularly since it was taken by one of the Company's own employees on the job.

The flag pole picture was taken by John Ulinder, who climbed an adjacent bluff, caught the big log as the trucks slowed down to edge around the sharp bend, and came up with an action shot that any professional might envy.

The Digester congratulates and thanks Mr. Ulinder for affording us the privilege of printing his picture. We only hope there are more where that one came from.

Peter Halbig and 500-lb. bear bagged with bow and arrow.



ROBIN HOOD IN THE CHARLOTTES

Peter Halbig, First Aid Attendant at the Company's Juskatla logging camp, proved successfully that the Queen Charlotte Islands are not famous for giant spruce trees and totem poles alone.

Last September, Peter, equipped with a 60-lb. test bow, bagged this 500-lb. black bear from a distance of 30 yards. The bear's skull measured 20 8/16 aggregate points (Boone & Crockett) to take second place in the "All Time World Record" competition.

Peter, 39, is of Swedish-Austrian descent. He is no novice with the bow and arrow. In his hunting trips over the past five years, he has bagged everything from moose to sharks. Aside from bow hunting he finds time for swimming, sky-diving, fishing and photography.

His ambition . . . to bag a world record!

FOOD HAMPERS FOR THE NEEDY

Women employees at Alberni Plywood provided many hampers for distribution to needy families in the area over the Christmas season. The hampers were given to families recommended by the Salvation Army.

Some of the girls who conceived and carried out this worthwhile project are shown in the accompanying photo along with their campaign slogan and some of the foodstuffs included in the hampers.

MILITARY TATTOO AT POWELL RIVER

Over 1,600 spectators jammed Powell River's ice arena to witness a hockey game between Nanaimo and Powell River, which was featured by an elaborate Tattoo Ceremony, in which sea and air cadets from North Vancouver, Vancouver and Powell River participated. The program included the famous Sunset Ceremony presentation. It was one of the most colorful and dramatic pageants to be staged in the arena.

Over 200 cadets and a contingent of young soldiers from the Irish Fusiliers went through their paces with a precision and steadiness that amazed veterans in attendance. Perhaps the outstanding performance of the evening was the display by the Lonsdale Sea Cadet Band from North Vancouver. Their marching, as navy marching nearly always is, was precision itself and their drumming and bugle band playing was exceptional. Precision drill on the ice by the Irish Fusiliers young soldiers, smart and well-disciplined, was another attraction.

And, of course, behind it all, playing the marching tunes and leading the parade on and off the floor were the pipers of MacMillan, Bloedel and Powell River's championship pipe band, whose experience and tattoo know-how furnished the professional touch to the ice show.



Some Alberni Plywood employees who arranged hampers.

SPORTS CHAMPIONSHIPS UNDER WAY

Sport is at a fever pitch in several of our Company's areas of operation with Company employees in the forefront of most of the teams.

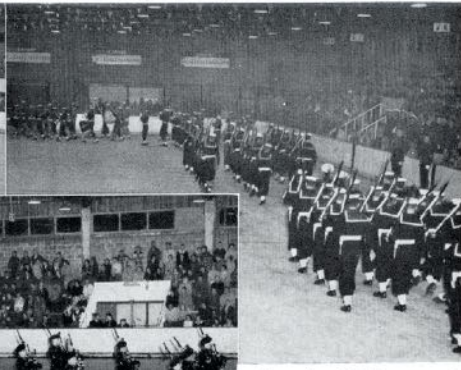
Over in Alberni, the pride of the area, those almost perennial basketball champions, Alberni Athletics, under the inspired direction of Coach Elmer Speidel, have again won the British Columbia senior "A" hoop championship. They are scheduled to play the powerful Lethbridge team in the Western Canadian Championships. This squad is considered the strongest in Canada, and the Athletics have a job on their hands. A big percentage of the A's players are Company employees.

In ice hockey, Powell River Regals are preparing for the British Columbia Intermediate Championships. Composed almost entirely of Company personnel, the Regals are one of the favourite finalists.



"Young Irish Fusiliers" in small precision drill.

Right, Company's Championship Pipe Band.



Above, Navy Cadets were outstanding in Tattoo Ceremonies.



Important figures at Forest Seminar Conference: G. E. "Gerry" Wellburn; Willard Ireland, Provincial Archivist; Neal Harlow, Librarian, U.B.C.

Forest History Seminar Stimulates Search for Records

Records, Documents, Old Equipment are being researched by Forest Industries of B.C. for their historical archives.

WANTED — Old-time loggers with interesting stories to tell. Also, any relics, documents, photographs, letters and other materials relating to the early days of the forest industry in British Columbia.

These are all being sought now by the Provincial Archivist, by the forest industry itself and by the University of British Columbia in a campaign to preserve valuable evidence of the pioneer days, including stories of eye-witnesses.

Such was the background of the Forest History Seminar, held last November at the University of British Columbia, under auspices of the Forest History Society Inc., of St. Paul.

This society is continental wide in scope. It has as its objective the preservation of and research for historical records, documents, objects and materials of the forest industry of the North American Continent.

The members of this society include leading figures in the lumber, pulp and paper industries, historians, scholars and people interested in saving for posterity, data of the Forest Industry on which the development of our continent was based and which today is still a dominant factor in the economic health and future prosperity of Canada and the United States.

A function of the Society is to assist companies to establish their own archives, to track down and place in the care of libraries or universities, historical data and documents.

The meeting at the University of British Columbia was the first held in British Columbia. It was attended by industry pioneers, historians, writers and leading representatives of the forest products firms of the province.

Co-chairmen were George H. Galloway, President of Crown Zellerbach Company of Canada and Harold S. Foley, Vice-Chairman, MacMillan, Bloedel and Powell River Limited. Guests were the

Society's President, Bernard L. Orell, Vice-President, Weyerhaeuser Company and Society Director Elwood Maunder of St. Paul.

Several prominent personalities addressed the convention. These included former Provincial Deputy Minister of Lands, C. D. Orchard; Willard Ireland, Provincial Archivist; Dr. George S. Allen, Dean of the Faculty of Forestry, U.B.C.; Roderick Haig-Brown, writer and forest conservationist.

All emphasized the vital importance of preserving these historical records, before they are lost or destroyed. Many exhibits, collected from government and industrial archives, were displayed. Outstanding among these was the well known collection of G. E. "Gerry" Wellburn, Manager of MacMillan, Bloedel and Powell River's Shawnigan Lake Logging Division. His museum of early logging equipment and records is one of the finest private collections on the continent; and will be featured in a future issue of *The Digester*.

The Society's meeting at U.B.C. has undoubtedly accomplished its first objective—to interest firms and individuals in the history of the forest products industry. It has proved an effective stimulus for the preservation of existing records and the search for new ones.

MacMillan, Bloedel and Powell River Limited, as pioneers in the lumbering and pulp and paper industries, have already collected many such records in their own archives; but in operating areas like Chemainus and Alberni, where the cradle of lumber history began in British Columbia, there are undoubtedly scores of yet undiscovered or overlooked records or equipment that will enrich and preserve the history of the industry in the west.

The forest products industry of British Columbia in general and our company in particular appreciate the efforts the Historical Society, the Provincial Archivist and dedicated individuals have made to assist our industry to an awakened sense of its responsibility and obligations.

MACMILLAN, BLOEDEL AND POWELL RIVER LIMITED
VANCOUVER, B. C.

MEMORANDUM

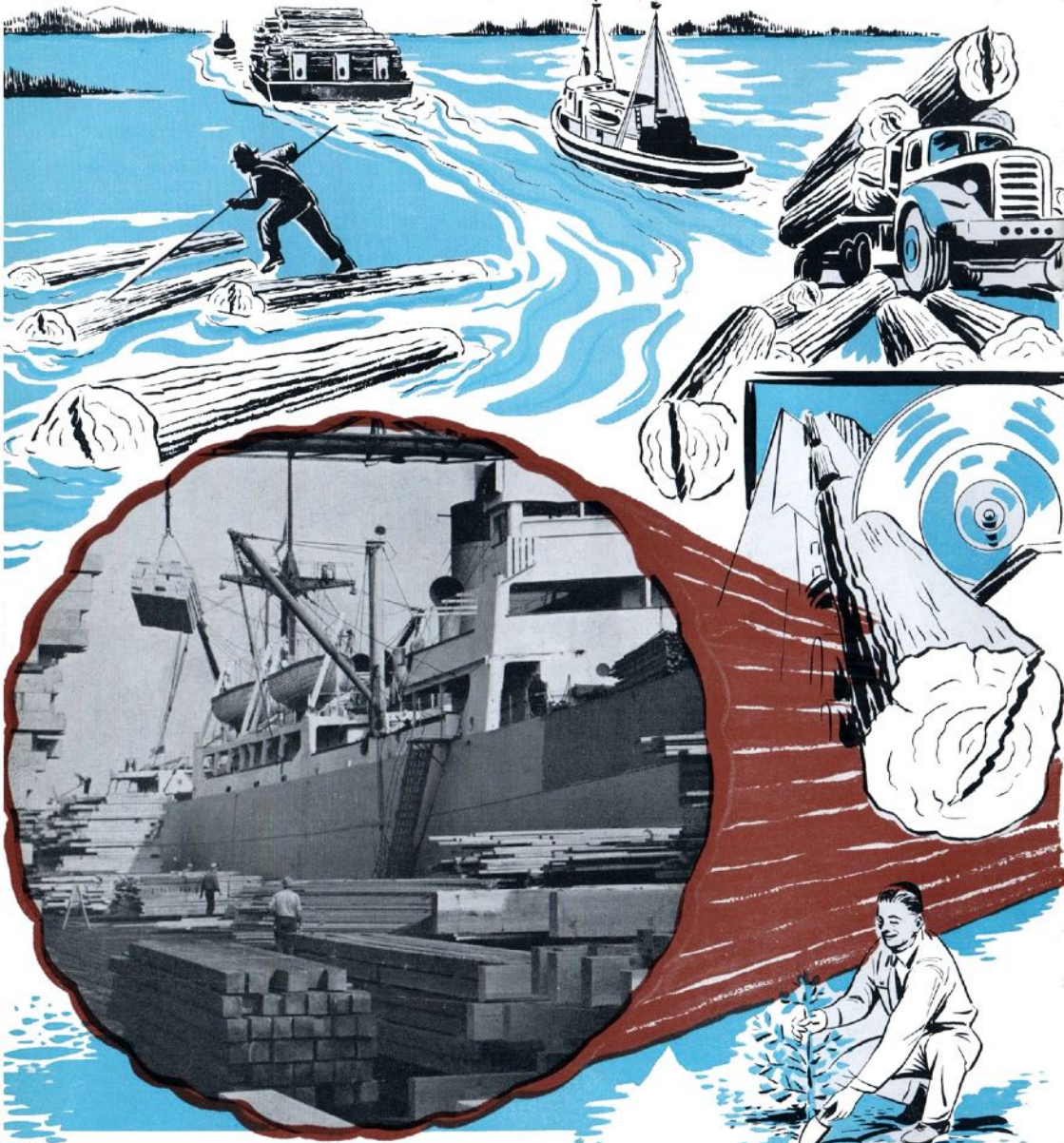
TO: **Digester Readers**
FROM: **The Editor**
DATE: **Jan. - Feb., 1961**
SUBJECT: **"The Royal Commission Reports on Education"**

Are students in our primary and secondary schools being educated—or are they passing out of high schools with "only a smattering of general knowledge." This is a growing concern that all is not well in our schools, that graduation parties, chrome fittings, aluminum desks are no substitute for reflection in the recently issued Report of the appraisals of our education systems are long overdue.

Readers who share these views—or who disagree with them—will find plenty of meat for reflection in this volume (pages 14 and 15). Royal Commission on Education for British Columbia—some of the highlights of which are included in this approach (pages 14 and 15). There is nothing of a namby pamby approach in the Royal Commission's report. It has already stimulated extensive discussion and controversy at all levels of society. Its recommendations are refreshingly frank. They are provocative, challenging, controversial. Some are startling. They uncover criticisms, which many anxious parents, hesitant lest they be accused of being old-fashioned, have been unwilling to voice openly.

The Commission bluntly asks for more homework, recommends a longer school day and a longer school year. It strongly urges abolition of the "pass on recommendation" policy and a return to written examinations. It advocates elimination of the sometimes bewildering letter grade system of selection of academic courses and practical trades. It favours sterner qualifications and training for teachers. More attention, it declares, must be devoted to basic subjects—English, science, maths, history—less to the "frills"—music, cooking, home economics.

The Royal Commission's report is among the most comprehensive educational documents yet prepared in Canada—and possibly even in the United States. There is little doubt that it will provoke interest and attention in many and widely extended areas on this continent.



Port Alberni, main centre of MacMillan, Bloedel and Powell River's Vancouver Island operations is one of B.C.'s busiest shipping ports. Here a freighter takes a cargo of lumber for overseas markets.

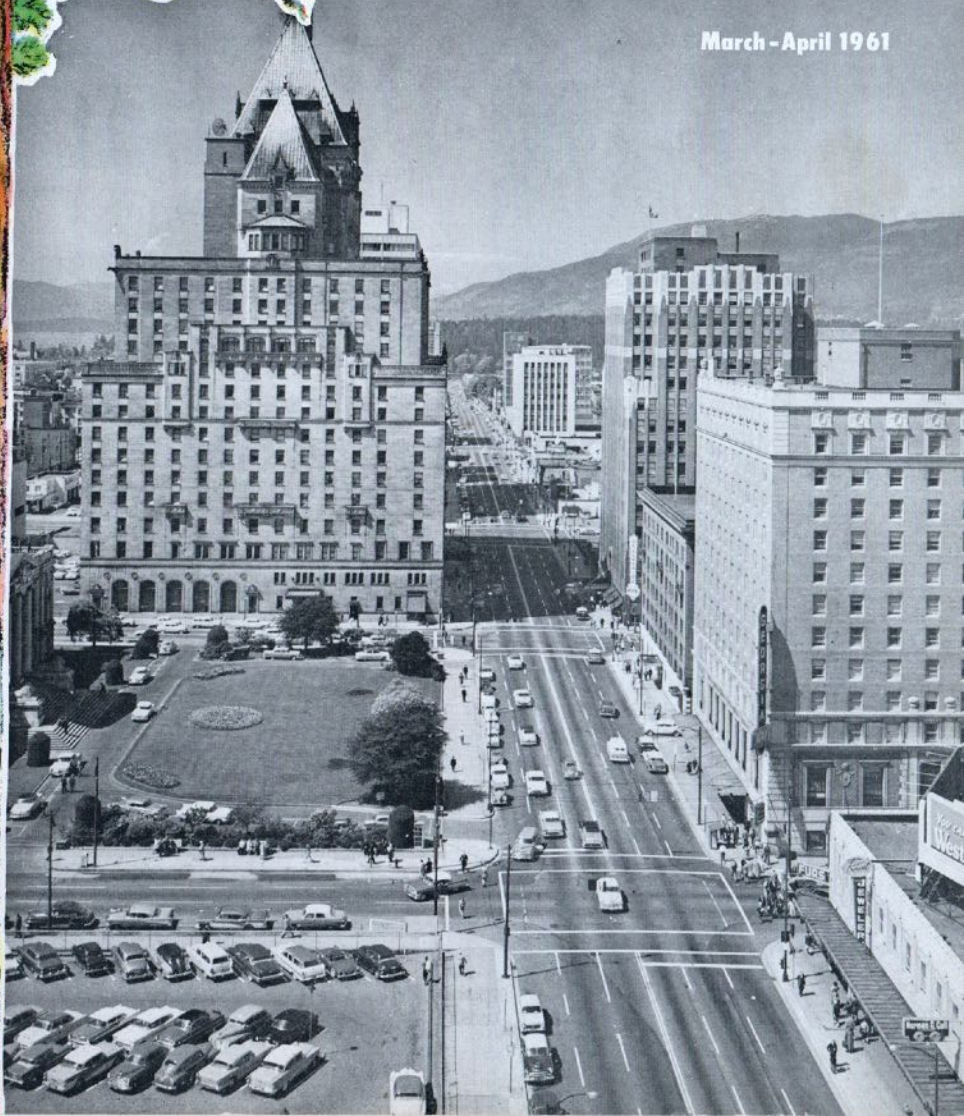
**MACMILLAN, BLOEDEL AND
POWELL RIVER LIMITED**

NEWSPRINT - PULP - CORRUGATED CONTAINERS - KRAFT PAPER
BAGS - SMALL ROLL SPECIALTIES - LUMBER - PLYWOOD - FLAKEBOARD
SHINGLES - DOORS - CHARCOAL BRIQUETTES - PRES-TO-LOGS
ROOFING - BUILDING MATERIALS - PAPERBOARDS AND PACKAGING

The DIGESTER

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J. A. Lundie, Editor

COVER

Vancouver's Georgia Street looking west showing Vancouver Hotel (left centre), Georgia and Devonshire Hotels (right centre). See article on new hotel accommodations Page 12.

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H. R. MacMillan

—PHOTO BY KARSH

H. R. MacMillan Appointed to National Productivity Council

Canadian Business Leaders to Work with
the Federal Government to Stimulate
Canadian Trade and Industry

RECENTLY, the Rt. Hon. John Diefenbaker, Prime Minister of Canada, announced the formation of a National Productivity Council, as a further step in stimulating Canadian production and trade efficiency.

Outstanding business and financial leaders across Canada were approached to serve on the special twenty-five man committee.

The Prime Minister's selection as a British Columbia representative was Mr. H. R. MacMillan.

The choice was a logical one. Few men have been more intimately associated with the industrial life and development of Canada in the past half century than "H.R." Over the years both Federal and Provincial Cabinets have called on his administrative ability and industrial experience. In World War II he served as President of the Canadian Wartime Merchant Shipping as well as Timber Controller for Canada. He was Chief Forester for British Columbia in 1912 and was the organizer of the present B.C. Forest Service. He started the H. R. MacMillan Export Company Limited, in May, 1919, and with his associates, of whom W. J. Van Dusen is still active, expanded the company into Canada's largest and most diversified producer of forest products.

The Hon. George Hees, Minister of Trade and Commerce, in outlining the functions of the new

committee, stated that "regional, area and industry teams and committees will be organized to carry the work of the council to all parts of Canada and into all industries.

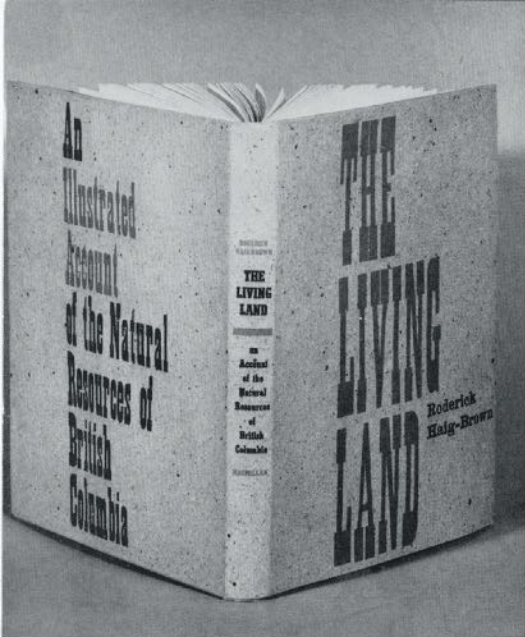
"The national council should act as a policy-making body . . . its chief objective should be to develop and maintain in the various and changing circumstances of industrial life, a positive attitude of mind in industry, among both management and labor, respecting industrial efficiency."

The Federal Government will provide a \$150,000 annual grant to the Council and will match private contributions, which will be deductible for income tax purposes.

The Vancouver Sun, commenting on Mr. MacMillan's appointment, said:

"If 'H.R.' would agree to take a hand in organizing and running Canada's National Productivity Council, then it must be capable of worthwhile results. If it was merely a waste of time, you could be sure he would have nothing to do with it."

The fact that H. R. MacMillan and other Canadian business leaders of his stamp have agreed to assist the Council efforts, and that labor representatives are co-operating is a healthy sign of Canada's determination, at all levels, to keep our industry and trade in the front rank of world competition and efficiency.



The striking format and cover of "The Living Land".

THE author, Roderick Haig-Brown, has entitled it, "The Living Land". Certainly few official publications issued in British Columbia, indeed in Canada, have told more vividly by pen and illustration, the human and natural resources of a province as has this latest volume, published under the auspices of the B.C. Natural Resources Conference.

We referred to "The Living Land" as an official publication. This is true in the sense that it is published under the sponsorship of an official public body. But there is nothing stilted or officious about this volume; nothing impersonal or coldly factual either in the story or in the artistic presentation.

The author, Roderick Haig-Brown, is one of Canada's outstanding naturalists and authors of outdoor life. He was commissioned by the Conference to write "The Living Land", as a follow up on the highly popular British Columbia Atlas of Resources, published in 1956.

Co-teaming with Mr. Haig-Brown were Robert H. Reid, designer of the volume and his assistants in artistic production, Thomas Brayshaw and Keith Smith.

Mr. Haig-Brown has injected his own vibrant personality into the volume. Here is the story of a man who loves his province, who knows every facet of nature's moods, its resources, its plants, its fauna, its people. The birds of the air and the beasts of the field are his friends. He knows the pools where speckled trout lurk. He has roamed

The pulsating story of British Columbia's
Natural History, its Resources and
People is vibrantly told in

THE LIVING LAND

the forested and mineralized areas of British Columbia. He has poured his knowledge, experience and love of the soil into "The Living Land".



Roderick Haig-Brown,
the Author

Of particular interest to the wood producing industries of British Columbia is his observation on the background developments and problems of the forest products industry in our province. Here are a few of his comments selected from the 270-page book:

FORESTRY

British Columbia has some 118 million acres of forest land, nearly 60% of its total area. Forest land represents the overwhelming proportion of the province that is used, lived in and familiar to the people. Forest crops and the manufacture of wood products account for forty cents in every dollar earned in the province.

AGRICULTURE

Though B.C. is not one of the major agricultural provinces, accounting for only 5% of national production, the yield of agriculture in the province is third highest among those of the natural resources. The annual farm cash income is \$120,000,000, which in turn produces an annual

value of about \$250,000,000 in factory output of food and beverages. Only forests and minerals exceed these values.

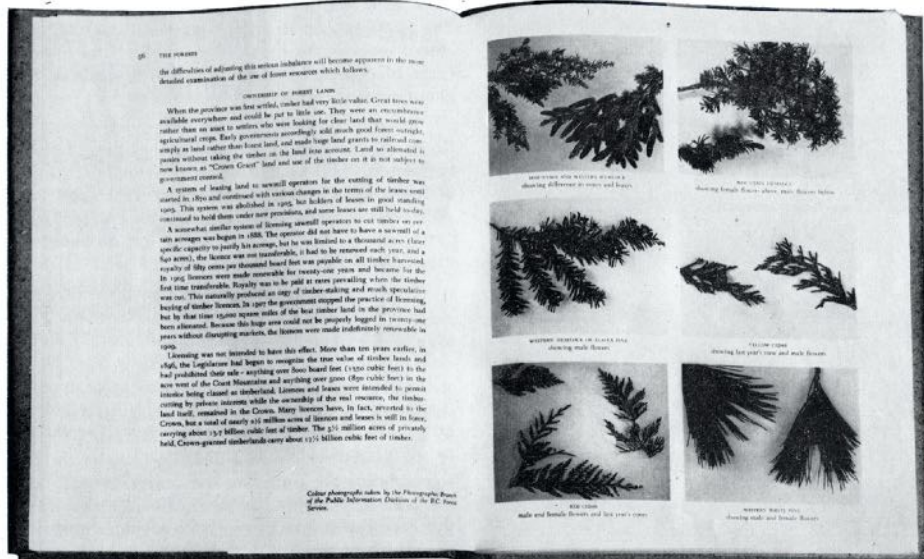
PEOPLE

Within the past 30 years the native Indian population of British Columbia has increased steadily. By 1954, it had reached 30,000 and since that period has progressed at a rate of more than double the population as a whole.

Canadian born residents compose over 70% of the population of the province. Approximately

ferrous metals, gold, silver, lead, zinc and copper, which yield about 75% of the total value.

Keeping pace with the vivid prose of the author are the exquisitely illustrated color plates of fish, flower and fauna. The paintings by Mr. Smith and Mr. Brayshaw and B.C. wild game artist Hugh Monahan give, as one reviewer expressed it, a feel for the land and waters of British Columbia. It is all there in picture and prose—the birds, animals and fish, the soil and water resources, the forests, the land, the waterpower, the commercial fisheries, the minerals and the great tracts of wilderness that



A typical illustrated page of "The Living Land", showing B.C. tree species.

16% were born in the United Kingdom, 7½% in Europe, 3½% in the United States, 1.2% in Asia. The picture that emerges from these figures is of a population preponderantly Canadian-born and preponderantly British in origin.

Another notable disproportion is in the number of older immigrants to the province, men of 65 or more and women of 60 and over. This is accounted for by the retirement of older people, especially from the prairies, to the milder climates of the coast and southern interior.

MINING

After fur trading, mining is the oldest of British Columbia's industries.

Today the province's mining industry produces about \$150,000,000 a year, employs 9,000 miners, 4,200 workers in concentration and smelting plants. Chief mineral values are from the non-

offer some of the most exciting recreational sports in the world.

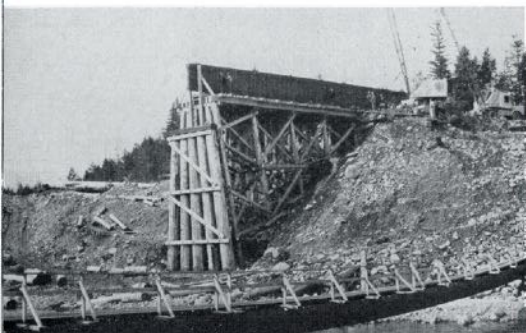
Rock hounds will be challenged by a vivid colored plate of their treasures collected in various parts of B.C. Botanists will delight in viewing the colored pictures of the wild flowers and those who love the seashore will meet many of their tideflat friends again.

This is a book for those who know and love our British Columbia and an eye opener for those who are anxious to know her better.

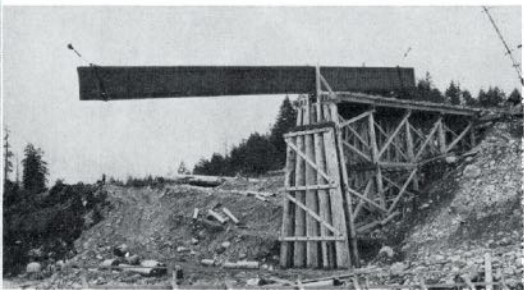
MacMillan, Bloedel and Powell River Limited has a personal interest in "The Living Land". The volume was printed in Vancouver on book paper manufactured by Island Paper Mills, a division of the company. The protective outside cover is made from strong wrapper, manufactured by the company of the type used to protect newsprint rolls on their journeys to the publishing houses of the world.

It's All Wood — And 110 Feet Long

BRIDGE SPAN COMPLETED IN LESS THAN A WEEK



All hands at the alert. Prepare to cross!



Steady does it. One more drag and we're home.

Safe and over, first girder in place. A neat, well done job.



"AN IMAGINATIVE and modern example of economic and efficient wood utilization"—This is how a construction supervisor described the recent erection by MacMillan, Bloedel and Powell River of a prefabricated timber bridge across the Nanaimo River last month.

The structure replaces one destroyed recently by floods. Four single span Douglas fir girders of glued laminated wood were used in construction. Each of the girders is 110 feet long, 7 feet deep and 14½ inches wide. Each has been treated with preservatives, weighs 17 tons and has an expected life span of 50 years.

The structure is primarily designed to carry the logging railroad of the Company's Nanaimo Division, which hauls logs to the manufacturing plants at Harmac and Chemainus.

This bridge can be easily dismantled and moved elsewhere if necessary. The wood design was selected for many reasons but particularly because of its durability and to enable installation in the shortest possible time. The span of the bridge itself was erected in less than a week. Equally important, the wood design made possible a saving of approximately 20% over the cost of steel.

The tough, laminated girders will stand up to all strains of weather and burdens. They provide all the essential features of a steel structure.

Completing the span in such a short time called for careful planning. The first two girders were loaded at Timber Preservers Limited, just outside Vancouver. They were carried by trailer truck to Vancouver, a distance of 15 miles. They left Vancouver at 5 a.m. for the 2½-hour ferry trip across the Straits of Georgia to Nanaimo, and from there trucked to the Nanaimo Logging Division. By 11 a.m. the installation of the first two girders was underway. Next day the same performance was repeated with the other two girders. By the end of the week the bridge was ready for the first logging train.

Another example of the continuing chapter in "The Wonder of Wood".

A NEAT JOB OF NAVIGATION AND DUMPING

Self-dumping Log Barge Towed Direct from Woods to Log Pond

ON APRIL 5, MacMillan, Bloedel and Powell River's ocean going tug, "N.R. Lang", dropped anchor just off the ship breakwater line, protecting the log pond at Powell River.

The "Lang" had run direct from Queen Charlotte Islands, a distance of 450 miles, towing a self-dumping log barge with a million and a half feet of logs on board.

Normally these logs are carried to the Company's storage basin at Teakerne Arm, thirty miles up the coast, where they are stored, reassembled and towed as needed to the Powell River log pond.

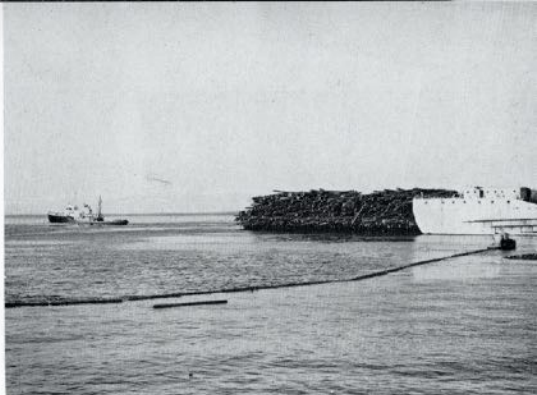
This trip was made direct and it involved a very tricky and exact job of dumping. The intention was to drop the cargo just inside the pond in the open entrance flanked by "Liberty Ships" of the breakwater line.

Tide and weather conditions were involved. Exact manoeuvring was essential. There was very little clearance between ships as the illustrations show and the tides outside the breakwater might easily shift the barge against the breakwater.

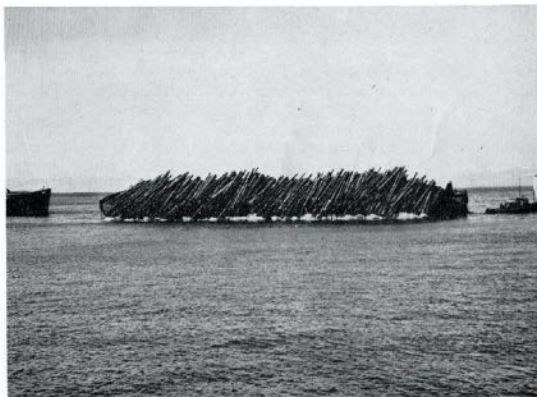
But the "Lang", assisted by the energetic work tug "Tex", coaxed and manoeuvred the barge into perfect position and the logs slid off without incident.

It looked simple. And perhaps it was, with the experienced know how of Captain Ed Sonne, of the "Lang" and Captain Eric Dingwell of the "Tex".

It was a neat, professional and well organized job all round and due to its success probably the forerunner of regular trips direct from the woods to the operating centre.

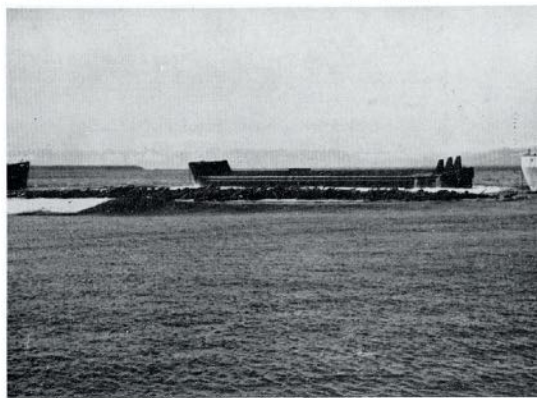


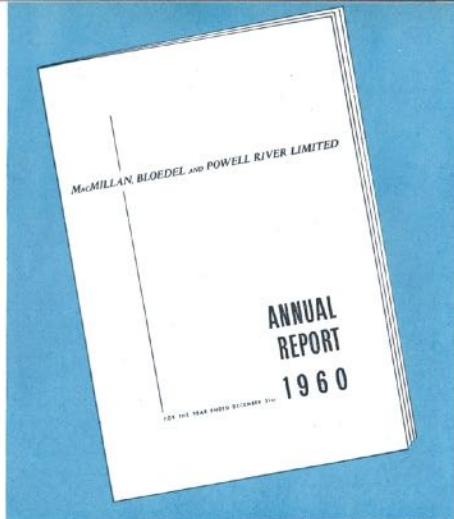
"N.R. Lang" manoeuvres barge into breakwater opening.



Set square in the entrance, barge tilts to dump logs.

The dump completed. Dead in the centre and everybody happy.





Earnings up slightly as

The Chairman Reports

First full year of combined operations shows newsprint up, lumber and plywood demand reasonable but at lower prices

DESPITE an increase of \$54,000,000 in sales and other income for the year 1960, net earnings of MacMillan, Bloedel and Powell River Limited were up only \$1,000,000 from 1959.

"This is a pattern," declared Board Chairman, the Hon. J. V. Clyne, "that is becoming dangerously traditional in Canadian industry."

Something of the substantial contribution of the Company to the economic life of the community is shown in three principal cost fields. Out of a total gross income from all sources of \$305,291,437, some \$257,000,000 was spent on Wages and Salaries, Federal and Provincial Taxes and the purchase of Goods and Supplies, including logs. The shareholders, numbering 16,728, received by way of dividends \$15,615,988, or 75 cents per share. Capital expenditures amounted to \$16,781,622.

Net earnings for the year were \$24,575,651 as compared to estimated 1959 combined earnings of \$23,565,489 of the two former companies, MacMillan & Bloedel Limited and Powell River Company Limited.

A breakdown of the total dollar sales shows lumber and shingles contributing 36%, newsprint 27%, pulp 12%, plywood 12%, corrugated containers 4%, roofing and building materials 4% and kraft paper and board, folding and rigid boxes and other miscellaneous products the balance of 5%.

Reviewing the overall position in 1960, the Chairman touched on the general slowdown of business on the North American continent. The sharp decline in house building had a very marked effect on lumber, plywood, and other wood products sales of the Company.

PRODUCTION

Logging conditions were good. There was comparatively little interruption from fire, weather or snow. The industry was free from industrial strife throughout the year.

Sawmills, plywood plants and shingle mills suffered severely from the decrease in demand for their products.

Newsprint, pulp and coarse paper productions maintained at satisfactory levels, in response to steady demand. The programme of improvement to the pulping process at Powell River is nearing completion and important results are expected.

The new fine paper plant on Annacis Island came into production in June, 1960. The products have been well received in the trade and the range of products has been expanded.

The corrugated container plants held their own in the face of strong competition throughout the year. Plans were completed late in the year to replace the present older plant at Calgary at a cost of \$1,375,000 "to place it in a better position to meet the Company's standard of efficient operation."

SALES AND MARKETS

1. **Newsprint** shipments were up 48,000 tons from 1959. The average operating rate for the industry was 88.5% compared with 85% the previous year, and the Company's rate of operation kept pace with that of the industry.

2. **Kraft Paper and Board.** Sales volume was good. Domestic prices remained generally stable, but prices in the United Kingdom in the second half of the year declined in the face of increased Scandinavian output, stimulated by reductions in duty under European Free Trade arrangements.

to Shareholders

3. **Sulphate Pulp.** The general business slowdown in the second half was reflected in the decline in sales over last year in the North American market, along with a general weakening in price on bleached grades. Overseas markets, however, improved and in some areas prices strengthened.

4. **Lumber.** Demand for lower grades was fairly steady, with prices drifting downward.

Higher grades were in poor demand. The market for cedar, particularly, suffered from reduced house building both in Canada and the United States.

Despite Scandinavian and Russian competition, overseas markets have been comparatively strong, although prices declined in the last six months.

5. **Plywood.** There was a general surplus of plywood production in Canada and prices were soft most of the year. But, in this highly competitive market, sales volume has held up reasonably well.

6. **Paper Board and Packaging.** "A year of stability" for the Company's container division, Martin Paper Products. All five plants performed well and sales improved over 1959.

In the paper board converting divisions competition was most severe and sales and profits were affected accordingly.

FORESTRY

About 6,000 acres were artificially reforested and intensive research and investigation on conservation methods and forest protection are being carried on.

The Company's timber reserve position was further strengthened by the approval of the Provincial Government of its application for a Tree Farm License.

LABOR

In view of the two year contract negotiated in 1959 there were no wage negotiations with wood workers in the year. The present agreement expires in June, 1961. A wage agreement, involving an overall increase of 4% was signed with the International Brotherhood of Pulp, Sulphite and Paper Mill Workers and the United Paper Makers. This agreement was for one year.



The Honourable J. V. Clyne

Average wage rates now in force and including employees in the Company's three main divisions are \$2.43 an hour, plus 25 cents an hour in vacation and statutory holiday pay, and 23 cents an hour in other benefits—the equivalent of \$2.91 an hour.

GENERAL

Mr. Clyne, in his concluding summary, emphasized the economic problems faced by Canada and the United States, and in particular the impact of the two European trading areas, where tariff restrictions have been greatly eased. Closer trade relationships are essential if we are to retain our share of these markets and maintain employment and high living standards.

In a brief review of current business prospects, the Chairman stated "the current recession in North America which began early in 1960 has been generally less severe in its opening stages than either 1953-54 or 1957-58, thus affording hope that unless unexpected developments occur, business in general will begin to recover during the next six months. It is not expected, however, that the recovery will be felt in the forest industries or building trades within the current year."

HIGHLIGHTS OF THE CHAIRMAN'S REPORT

	1960	1959
Net Earnings	\$24,575,651	\$23,565,489
Per Share	1.18	1.13
Dividends	15,615,988	13,742,073
Wages, Salaries and Employee Benefits	74,369,957	*63,006,764
Taxes	33,840,363	30,807,926
Working Capital	67,848,166	68,952,594

*Affected by 2½ months' strike in that year.

FUTURE TRENDS IN



Ralph M. Shaw

Ralph M. Shaw, President, MacMillan, Bloedel and Powell River, was the principal guest speaker at the 71st Convention of the Western Retail Lumbermen's Association held on February 2 in Sushatoon.

Mr. Shaw reviewed the expanded development in wood utilization of recent years and its potential growth; the disastrous effects of high tariff walls on international trade; and possible economic trends in the next decade. Some of the highlights of Mr. Shaw's address are summarized in this article.

WOOD RESEARCH AND POTENTIAL NEW PRODUCTS

THE last 10 years have witnessed great changes. They have also provided many spurs to new efforts. In the manufacturing end, we have been able to get more wood out of the log—wood that is too small for lumber but which can be made into chips as raw material for the pulp and paper mills. Without this extra recovery, costs would have driven the price of lumber up beyond competitive levels. We have also learned to make a greater range of lumber and plywood products by improving our processing and finishing techniques.

We have engaged in research and ventured into new product fields—both in wood and in paper—to give the consumer a wider variety of products. We have learned to reduce costs, to keep competitive, and to prepare ourselves for periods of lower prices. Production has been stepped up in almost every commodity, and we are still able to operate the B.C. forests on a sustained yield basis that will guarantee a supply of sound merchantable timber through time. Most important, perhaps, we have learned that we must adjust our whole marketing approach—from what is good for the producer to what is needed by the consumer.

These changes have transformed our industry in the last few years. But the progress of the past is of little importance beside the prospect ahead.

Western Canada is a vast region of great natural resources—oil and gas, base metals and forests—and of a tremendous and fertile soil bank that produces the finest grains and the best beef cattle in the world. We possess some of the greatest softwood forest stands in the free world, and a

hydro-electric power potential that defies the imagination. Uranium deposits skirt our northern frontier, and the expanse of the subarctic and the Arctic hold a promise of discovery that may be more spectacular than any we have yet known. We are also a vast area of scattered populations, with slender transportation links, and only the basic communication networks. Some say that it will take only people to truly develop this region—that increases in population will bring new demands, new jobs, and a new abundance for every citizen.

But before population, before transportation, even before power development, Western Canada must have something else: It must have large markets. Large markets for oil and gas. Large markets for wheat, for oats and barley. Large markets for beef and uranium, nickel and lead, pulp and paper, lumber and plywood. Only when it has these can Western Canada experience any real economic growth.

Where are these markets? At present they are almost entirely outside Canada.

EXPANDING TRADE CO-OPERATION

The people of the western provinces sell to the world. The products of the farm, the fishery, the mine, the wellhead and the forest go to every corner of the globe and we all have a common cause in promoting access of our products to these world markets. That is why the forest industry spends so much time and effort defending British automobiles or Belgian steel, French silks or Japanese textiles against Canadian tariff barriers. There are many other areas in the world that produce wheat and lead and lumber. If we wish to engage in world trade and enjoy the resultant benefits we Canadians must act like mature traders and expand the flow of business.

I have been actively engaged in international trade for 33 years. I have seen the disastrous effects of the round of tariff wall building that went on in the depression years and only served to compound the critical unemployment problem. I have also seen the creation of a truly international trading community since the end of World War II, fostered by the General Agreement on Trade and Tariffs, the International Monetary Fund, our own Commonwealth trading program, and not least, the Reciprocal Trade Agreements that the United States negotiated with several major trading nations, including Canada.

We have seen a new spirit of international co-operation. The first phase came after the war

THE FOREST INDUSTRY

when the nations of North America assisted in the reconstruction of Europe. The second phase came in the form of aid to underdeveloped countries through the Colombo Plan, the International Bank, the new Commonwealth development program for Africa, and the excellent work of the United Nations technical assistance programs.

WHAT WILL THE NEXT DECADE BRING

We can see today the development of a third phase, begun by the nations of western Europe, riding the tide of prosperity brought about in large measure by the formation of common market and free trade areas. Canada is in danger of isolating itself from such movements by an out-dated sense of nationalism. Exaggerated nationalism is not in the best interests of the fourth most important trading nation in the free world. Protectionism will not help a nation that last year was dependent to a considerable degree on the export industries for keeping the country on an even keel. We have only one course: to display the leadership in the free world trading community that is expected of us.

As far as our own business is concerned, unless we promote access to world markets, we cannot enjoy anything like the volume of production necessary to offer wood products to our own domestic market at reasonable prices.

What about the decade ahead? When we meet in 1970 or 1971, what will be our position? Population trends make it clear we will all have a bigger market to serve. But will we be doing more business or will we be reading briefs to some Royal Commission? I have looked at the prospects very closely.

We can all feel encouraged by the trends in industrial development, the vast expenditures expected from the oil and gas industries, the growth of mineral production including lead operations like Great Slave Lake, the demand for farm produce from the exploding population of the world and the demand for paper, packaging materials and newsprint.

What about building products? In my view, these are the trends to watch:

First, people will have more money to spend. Today they have about a 50:50 balance between income that goes on fixed expenses like rent, food and clothing and income that can be spent above this basic level in a way that allows some degree of choice. This is what the economists call discretionary income.

By 1970 it is believed that only one-third of the average person's income will go to fixed costs. Two-thirds will be open to his discretion.

People will have more money to spend, but they will also have more commodities and services on which to spend it. This means more competition as new products come on the market and present products improve. Television sales in Canada 10 years ago were negligible. Today most homes have at least one TV set. Building products will be caught up in this same competition. If we can expect more potential opportunity, we must also expect a pretty good fight to win it.

MORE MONEY ON HOME IMPROVEMENTS

The second trend is very significant. Market researchers, testing the moods of the consumer, believe that if people were given a choice of how they would spend their money, more would devote it to home improvements than to any other purpose. One respected survey in the United States found that people would spend as much as 40 per cent of their available income on their homes, if they had the choice. Why not automobiles, or travel, or night clubs? It appears that the recessions have taught people to think twice before buying anything that doesn't last. This attitude has created new interest in home improvements and home furnishings. If it continues it will be of great importance to the whole building products industry.

Now, let's look into a third trend. If more money is to be spent on homes, into what channels will it be directed? Here I had better say that these statements are my own. There isn't enough evidence to warrant more than a few calculated guesses. But in addition to more new house construction, there will also be a big increase in remodelling, adding to and improving existing homes. In fact, it is suggested that in some cities the home improvement market is considerably greater than the new home market. We can see some evidence of this right now in Western Canada. The housing field is nearly saturated, and in some cities there has been over-building. Yet the building products market has not shut down completely. Home improvements are taking up much of the slack. With the chartered banks making loans available, with the federal government enacting new legislation on home improvement financing, with people trying to build up their assets, the building products dealer is going to become more important than ever before.

NEW PRODUCTS SUSTAINED PROMOTION, INCREASED SERVICE, PROTECT FUTURE

We find in 1970 people will have more money to spend. They will want to spend it on their homes—most likely on improvements.

It does not now follow that the lion's share of

(Continued on page 10)



Two trees which stood side by side for nearly three centuries. The one on the man's left (see article) was "killed" by a forest fire.

IN THESE pages we have referred frequently to the "Wonder of Wood", its durability and time and weather resistant qualities.

The picture of the two standing trees — one "dead", one alive — on this page — provides a graphic illustration of this fact.

Dead Almost 300 Years ... But Still Sound in Limb and Body !

Both standing trees are Western Red Cedar, seven feet in diameter. No. 1 tree (on the man's right) was found to be 265 years old when felled and the annual growth rings counted. The age of No. 2 tree (man's left) was estimated at 342 years and on the evidence of foresters and experts had been dead for at least 265 years, at which time No. 1 tree was still a seedling.

The "dead" tree was killed by a forest fire over two centuries ago and its charred roots are twined with the live roots of the other tree which was alive and green when this picture was taken. The entire forest surrounding the old monarch had grown and matured since it was "killed".

The wood in this old tree was perfectly sound after standing a silent sentinel to the rigours of 265 years of British Columbia weather.

This is not an isolated incident in the story of the age resisting qualities of Western Red Cedar. Many similar examples are in the forest records of the Pacific Coast which strengthen the woodsmen's well known respect for this species.

FUTURE TRENDS IN FOREST INDUSTRY—(Cont'd)

that spending will go to building products. The opportunity is just as much an invitation to the gas furnace industry, the appliance and furniture trade and the makers of fine bone china. How are we in the lumber industry going to make sure we get the business?

We can get it only by being prepared.

Gearing ourselves for the period ahead will involve new product development, sustained promotion and advertising campaigns, increased field service and technical efforts and greater joint merchandising programs.

Manufacturers are co-ordinating their efforts through such groups as the British Columbia Lumber Manufacturers Association, the Plywood Manufacturers Association, and the Canadian Wood Development Council. Each of these big groups has a budget of some \$300,000-\$500,000 a year earmarked largely for the promotion of wood products.

This money makes it possible to call on engineers and architects, to work with Building Code authorities, to improve liaison with wood product distributors, to visit schools, churches and other construction projects and, of course, to accumulate a valuable body of knowledge about the character-

istics of wood products and the latest techniques for using them.

All these efforts are the foundation on which we must build. How big we build depends on you.

I can't speak for other companies but I am sure that as in my own, everything possible will be done to assist in the sale of wood products through retail outlets.

As an example, MacMillan, Bloedel and Powell River Limited had 12 engineers last year spending 100% of their time promoting the sale of our products through your channels into the hands of the consumer. In the course of this year, the staff is being increased to 16.

At the same time, the Company, over the period of the last five years, has spent in excess of \$2,500,000 in national and local advertising, on television, in newspapers and industry and trade magazines, to join with you in moving our lumber products to the customer.

If I go on much longer you will think I am trying to sell something. I really just want to sell an idea, namely that the forest industry is a dynamic industry, that its future looks good and that those who are in it now, at whatever point, are part of a great and growing enterprise.

TARGET DATE IS 1963 AS

Paper Machine Proceeds on Schedule

"ALL major items of equipment for our new newsprint machine at Alberni have now been ordered."

This is the latest report from Company engineers, already busy on preliminary construction and foundation work at the Alberni site. Designs for the woodroom are close to completion and work is continuing steadily on foundations.

Consulting engineers have started on the final engineering drawings for the remaining buildings. The contract for piling foundations has been awarded. Manufacture of the paper machine is under way; engineering is well advanced at the builder's plant; and all major decisions on the paper machine requirements have been made.

Within the next two months progress will be accelerated and the site will take on a more impressive appearance as buildings begin to rise above the foundations.

There have been no undue delays on account of weather or equipment deliveries and construction and plans are on schedule for completion in the late spring or summer of 1963.

The new machine will include the most modern equipment, designed and installed by tried and experienced engineers and consultants.

Mr. H. A. Simons, one of the world's best known pulp and paper consultants, is designing the mill in conjunction with Vice-President of Engineering, Harold Moorhead and his staff.

H. A. Simons Ltd. has installed pulp and paper machines in many parts of the world, including the existing machines at Alberni, and they are thoroughly familiar with West Coast operating conditions and demands.

Harold Moorhead has already supervised the

installation of two modern machines at Powell River and the modernization of five other machines at this plant. He has been with the Company since 1941, is a former President of the Professional Engineers' Association of British Columbia, and ranks high among the industry's engineering experts.

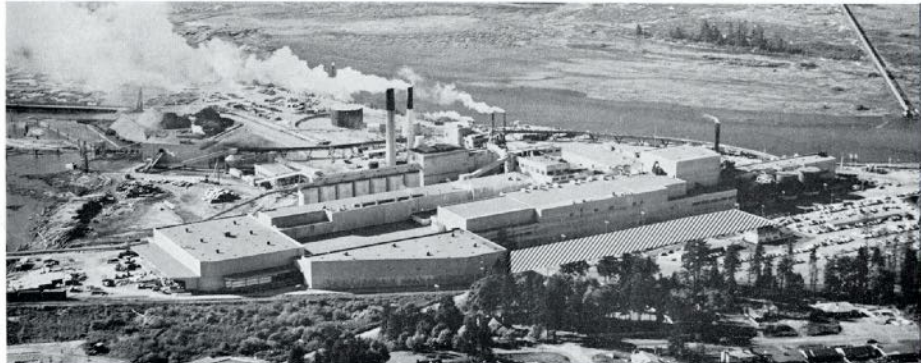
A further major development in conjunction with the new paper machine at Port Alberni is the installation of a large high pressure boiler and a 29,000 K.V.A. turbo-generator at a cost of approximately \$2,000,000. The turbine will have an electronic speed control system, in contrast to the older system of mechanical governors. This will give better control, more reliability and provide greater flexibility to meet all operating conditions. Further details of this interesting new development will be covered in subsequent issues of *The Digester*.

It is our intention in view of the interest expressed by many publishers to include frequent progress reports on the new machine.

Most publishers are in accord with the statements made by the Hon. J. V. Clyne in announcing the Company's intention to install another paper machine. Mr. Clyne stated "that while economic prospects, at the moment or in the immediate future, do not warrant this installation we believe it will do much to level out 'peaks' and to assist publishers by the assurance of guaranteed supply and deliveries well into the future."

The new machine provides this assurance and publishers can face with greater equanimity the prospects of a sudden or unexpected future demand for newsprint.

Location of new newsprint machine at Alberni shown in coloured area adjacent to building which houses the two present newsprint machines.





The 22-story Georgian Towers, one of Vancouver's new modern motor hotels. A magnificent view of the city and harbor may be seen from here. It overlooks world famous Stanley Park.

THE City of Vancouver, along with its other assets, has become one of the Pacific Coast's most popular tourist and convention centres.

Vancouver is Canada's third largest city, and its location at the end and beginning of rail, sea and air transportation to and from all corners of the globe is attracting more and more world and continental travellers to its portals. Add to this its mild all year round climate, its natural beauty, its landlocked harbor mirroring the rugged crests of the Coast mountains, and you have the perfect setting to attract and beguile the visitor.

And fast growing Vancouver, like its sister



Opened in 1960, the 103-unit Doric Howe, with self-service facilities, swimming pool, large parking facilities combines informality with first class service and appointments.

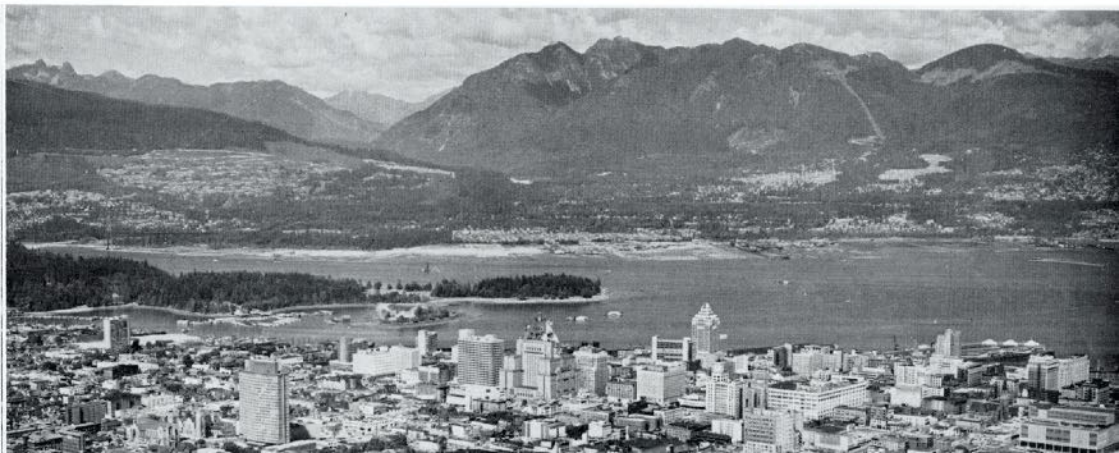
In Vancouver — *Best and Latest in*

cities on the coast, Seattle, San Francisco and Los Angeles, has in recent years expanded its facilities to meet the accelerated demand for accommodations.

The old, famous and central landmarks, Hotels Vancouver, Georgia, Devonshire, Grosvenor, Ritz and others, which have catered to millions of visitors over the years and which are still highly favored hostels, have been supplemented by many new and modern hotels and centrally located hotel-motels. Some of these are shown in the accompanying pictures.

In addition to the true and tried regular hotels already mentioned and the hotel-motels shown in these illustrations, many other recent and modern hostels swell Vancouver's expanding accommoda-

View of Vancouver with the landlocked harbour and the picturesque Coast Mountains in the background.





Vancouver's latest motel is The Bayshore Inn, 300 rooms, on the shores of Burrard Inlet, close to the city centre. It overlooks and borders on the calm waters of Burrard Inlet and is only a stone's throw from Stanley Park, Vancouver's internationally famous playground. Trader Vic's Restaurant is one of the added attractions. Parking space for 350 cars and berths for yachts and pleasure craft are available. A heated swimming area, picturesque gardens are all in the modern appointments.



Travel Lodge, 74 units, is in the heart of Vancouver and its hospitality and service are world famous. Golf courses and beaches are close at hand. Other Travel Lodges are planned for North Vancouver, Victoria, Kamloops and Vernon.

Hotel Accommodation Awaits the Tourist

tion facilities. Hotel-motels like the Burrard Motel, the Downtowner, Edgewater Motor Hotel, the Astor, City Centre, Skyline Hotel (at the airport), Park Royal Hotel, across the harbor, are equal to the best on the continent.

Many fine, artistically designed and imaginatively created restaurants have kept pace with hotel modernization and expansion. Bamboo Terrace, Ming's and many others in Vancouver's Chinatown, and uptown The Georgia and Vancouver Hotels, The Beachcomber, Dex's Rib House, The Lady Alexandra (floating restaurant), Trader Vic's, Monty's Spare Ribs and Seafoods, The Steak House, The Geisha Gardens, The White Spots, are among the finest on the coast and offer fine foods of international flavour to their patrons. These are only some of the specialty restaurants and many other fine establishments are to be found in the city catering to the demands of a travelling generation.

It is only in fairly recent years that Vancouver has been able to boast of its dining facilities. Today it ranks high on the gourmet's list and few cities on the continent surpass its appointments in service, variety, imagination or colour.

Swimming pools, self-catering services, automobile and boat parking facilities are included in the wide choice of accommodation which the "Gateway to the East" offers the tourist or the convention.

The visitor to Vancouver this summer, whether arriving by boat, rail, air, car or cabin cruiser, can be assured of a wide choice of unsurpassed accommodation.

From his hotel or motel he can traverse some of the most beautiful scenic drives on the continent, sail his pleasure boat from his hotel up through the green carpeted islands of the Gulf of Georgia, across to Vancouver Island or into the scores of picturesque inlets and bays that gash the coast line of the Lower Mainland of British Columbia.

Complete relaxation and pleasure amid scenic surroundings are there for the visitor and can be enjoyed within a few hours travel either by car or boat.

Drop in and see us this summer. The best and latest in accommodation is waiting. So are the scenery, fish and friendly people.

The Sands, 104 units, another of Vancouver's first class hotel-motels, provides everything for the tourist's comfort. Its location close to the city centre and near Vancouver's finest bathing beaches are further attractions.



The Rocks

Are Sliding Across the Nation



Sweeping the rock home is a skillful, energetic and, say the curlers, a rewarding task.

SCOTLAND in the past hundred and fifty years has exported many useful, valuable and popular products to Canada.

The Scotsman himself was the first export and his descendants have done quite well for themselves in Canada. Caledonian Societies and Burns Supper Clubs have flourished. There were more MacDonalds in the Canadian Army during World War II than any other single family. The national beverage of Scotland, carrying the glamorous and soul satisfying crest of great highland families—the Haigs, the Walkers, the Dewars, the Findlaters and the Buchanans—has been easily accepted into the social life of Canada.

Canada's Curling Population is Estimated at Half a Million and Its Numbers are Growing

Today, another Scots' invention, the ancient game of Curling, is sweeping the country and the ice rinks of the nation. In the past decade, the rock tossing pastime has insinuated itself into every hamlet and village of Canada. It did enjoy some measure of popularity in Eastern Canada at the turn of the century. Its adherents, however, were largely transplanted Scots or a few of their immediate descendants.

Curling is now one of Canada's major winter sports, vying with football and ice hockey for popular favor. It is crowding ice hockey off many rinks and in many cities of the Dominion, the curling clubs have kept the average arena solvent. Young Canadians by the thousands are enlisting in the curling crusade.

Provincial and Dominion Championships are held regularly and curling is perhaps the only national sport where every single province of Canada competes for honors. The Macdonald Brier Trophy, emblematic of national achievement, is every whit as important today as is Football's Grey Cup and Ice Hockey's Stanley Cup.

The amazing and accelerating popularity of curling has been an outstanding feature of recreational development in Canada over the past 10 years. No other sport can approach its percentage increase in membership. There is scarcely a town or village where ice facilities are available that doesn't have a curling club.

Curling ranks have been swelled by the incurious of thousands of women, who find the bending, stretching and muscular activity of the game just as good for the waist line as prescribed exercises. It's lots more fun too. And it is a great cementer of family life. Husbands and wives, and in many



Good exercise say the lassies—and good curling form.

instances sons and daughters, are on the ice together. Family rinks are popular and many father and son or mother and daughter combinations have been top competitors in national or provincial bonspiels.

So great has been the prestige of the game in Canada that restive and jealous stirrings are already in evidence across the international frontier, particularly in the border cities, like Seattle, Detroit, Minneapolis, etc. Our American cousins are beginning to feel the urge and if the "damned Yankees" start mass production in curling, the Scots, the Canadians and the Europeans are in for trouble.

There are signs that this movement is under way. In the recent World Championships in Scotland, a United States team gave the "foreigners", including Canada and Scotland, a busy time.

And if the lads and lassies across our friendly border don't get into the game they are missing a

heck of a lot of fun and companionship. And if the Scots seriously decide on a curling infiltration of the United States, the only way they can be stopped is by Federal tariff, and they'll find some way of getting 'round that. It could be a losing battle for our American cousins so they might as well relax and enjoy it.

Typical scene on the ice during a curling bonspiel. This view is of the famous Macdonald Brier, Canadian championship competition.



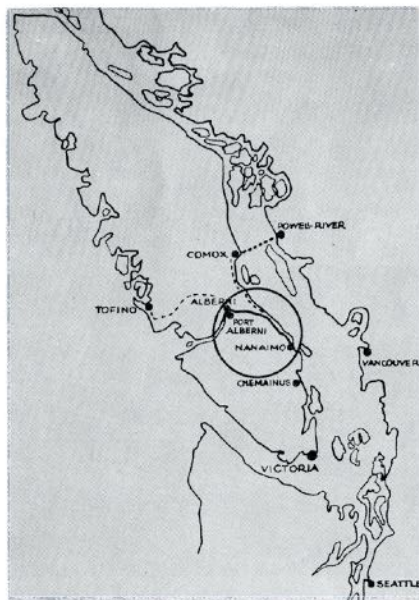
Action shot in recent Macdonald Brier, with British Columbia's rock taking out Manitoba's (striped) to score five-ender.

Some conception of curling's influence in Canada is seen in the number of clubs competing in Vancouver alone. Today there are hundreds of clubs and thousands of people actively engaged in the sport. Even in smaller towns like Powell River and Nanaimo, the demand for additional curling space is growing.

Yes, the curlers are really on the march across the land, so "oot wi your br-r-rooms and start sweepin'."

Around Our Communities

Inter Company Competition Looms as New Ferry Planned



Proposed Powell River-Vancouver Island ferry route and road connection to Nanaimo and Alberni.

NEW FERRY ROUTE PROPOSED

With the probable installation of car ferry service between Powell River and Vancouver Island, community and athletic groups from Powell River, Alberni, Nanaimo, Chemainus and other Island centres will enjoy closer contact. Alberni will be only five hours away and Nanaimo four hours. Enthusiasts in these communities are already discussing inter-athletic competition and social and fraternal contacts.

New Ferry Planned

A fishing derby between Alberni and Powell River is one major objective. This would certainly arouse highest rivalry if the reports from both centres on big fish catches may be believed.

EUROPEAN HOLIDAYS POPULAR

From all Company divisions—Nanaimo, Powell River, Alberni—sawmills and logging camps, come reports of unprecedented "European holidays this summer" by employees.

One indication of the heavy British Columbia exodus comes from the B.C. Agent General's office in London. Many sport minded Company personnel have written to B.C. House for tickets to the English soccer cup tie at Wembley. The advance demands from British Columbians has been so heavy that all available tickets are being put into the hat and drawn on a raffle basis.

This summer the Scottish Societies are arranging another of their special two months tours to Great Britain, and a large number of employees or their wives are joining the trek to the highlands.

PIPE BAND MEMBERS "TOPS"

Piper James Yardley of MacMillan, Bloedel and Powell River's championship pipe band continues to win major honours in the individual piping. He holds nearly all major trophies and has won top honours in Marches, Jigs, Strathspeys and Reels and Pibrochs. Expert judges from Canada and the United States have pronounced Yardley as the best in Canada and a possible world champion.

The band will be a major attraction at the big Tattoo to be staged in Vancouver in July, under auspices of the B.C. Musical Festival. George Pryde, drummer of the Company band, has been selected to lead the drum corps of all the pipe bands in attendance.



President's "Safety Cup" Spurs Accident Prevention Competition

IN THE progressive industrial firm of today, Accident Prevention and Safe Workmanship hold top priorities. Employers, employees, trade unions, and the general public have become or are becoming more accident conscious than ever before.

Accident prevention is one field where Management and Unions can meet on the level where they face a mutually understandable problem and where whole-hearted co-operation, not hard bargaining, is the basis of approach.

To management an accident to a skilled or experienced employee means dislocation of operation and loss of efficiency. The cost of accidents, measured in cold dollars and cents value, can mean a substantial decrease in a company's net earnings. Certain industries are paying as high as 10% of their payroll annually to Compensation Boards. A low accident rate is directly related to dollars and cents, in addition to its humanitarian aspect.

To the employee, accidents are equally costly. Excluding permanent injuries, which may handicap a man for life, loss of wages brings inconvenience and often distress, not only for himself but to his family.

There are no gimmicks or reservations in accident prevention. It's good business for the company, good business for the unions and good business for the employee and the community.

These are some of the reasons behind the decision of top management of MacMillan, Bloedel and Powell River to present "The President's Cup" to the division with the best accident record for the year. It will supplement the intensive safety programs carried out in each division and inject a further overall competitive stimulus to safe workmanship in all company areas.

Management, in presenting the "President's

Cup", frankly state that there is no magic formula in safety and that no one single program or policy will bring success.

"We appreciate the fine work being done in all our divisions," management stated, "and the steady improvement of our safety record in recent years. We hope the President's Cup will help the divisions in their efforts to reduce accidents by creating an overall goal for which to strive."

The award system for the cup is based on the National Safety Council industrial average for accident frequency. This was necessary since the wide-spread nature of MacMillan, Bloedel and Powell River operations places employees in at least four separate industrial categories, i.e., pulp and paper, logging, sawmills and container and converting plants. The division making the best showing in relation to its group average will be judged as winner.

This means that every division has a chance in the competition. It does not mean that the pulp and paper division, for example, with a low average frequency due to less exposure to hazard, will win over a logging division whose group average is far higher because of greater exposure.

Each division's target is the group average. If a logging division is 15% below the group rate and a pulp and paper area only 10% below, the cup would be presented to the loggers. This, despite the fact that the pulp and paper division has a lower frequency rate than the logging section.

In this way the President's Cup will be helping to reduce accidents in at least four separate segments of industry. We believe it is the first trophy to be presented on this basis and will undoubtedly help co-ordinate and spur accident prevention in all divisions of the company.



Alfred Carmichael, now 86 years old, author and papermaker, posed in 1956 with Mrs. Morrison, then aged 90, who was one of the two women working in the original finishing room of B.C.'s first paper mill.

THE first recorded history of a paper industry in British Columbia dates back to 1891. In that year an English financed company, the British Columbia Paper Manufacturing Company, started construction of a paper mill at Alberni.

One of the pioneers of that venture was Alfred Carmichael, now retired in Victoria; and who today is recognized as a leading authority on events connected with the early development of the industry in British Columbia.

Mr. Carmichael is publishing his reminiscences in a book which includes many fascinating and valuable stories and records of the period between 1890-1912, when the industry was in its infancy.

Over the years he has enjoyed close personal contact with MacMillan, Bloedel and Powell River Limited personnel. He has furnished our company with valuable file records, some extracts of which were published in earlier "Digesters".

He has been intimately associated with the pioneering of pulp and paper operations in both Alberni and Powell River. He saw the installation of the original machine at Alberni in 1891; and his connection with Powell River goes back to 1898. In this latter year, in company with Bertie Boyd, he surveyed the power potentialities of the area between Howe Sound and Powell River. His was the original recommendation of Powell River as a future site for a pulp and paper plant. He recalls that he was paid \$60.00 to stake the first water rights on Powell Lake for the Pacific Coast Power Corporation in 1899.

Residents of the Alberni area will be very interested in Mr. Carmichael's reminiscences of the last decade of the 19th century. He is one of those inspired people who keep a personal diary of events and happenings.

He took and preserved samples of the first sheet of paper made in Alberni, and these are now in the archives at Victoria. Samples are also in possession of MacMillan, Bloedel and Powell River Limited.

Here are a few extracts from Mr. Carmichael's

Construction on British Columbia's First Paper Mill Started 70 Years Ago

diary of early days in Alberni. These selected items cover interesting phases of social and industrial life of the area.

September 30, 1891 (Extract from Daily Colonist): "Machinery for Paper Mill". As was stated yesterday, Mr. Carmichael, secretary of the B.C. Paper Manufacturing Company, has gone to Alberni with a party of men to clear and prepare a site for the proposed manufactory. At the same time, Mr. Hewatson (Manager) left for England to purchase necessary machinery. It is intended to have the mill turning out paper of every grade within a year.

February 22, 1892: "The literary meeting is to come off tomorrow, our program is as follows: Essay on readings from Scott by Mr. James Thomson. Dickens by Mr. Howitt, Shakespeare by the Rev. Mr. Smith, and if time I may give a reading from Longfellow. Things are terribly dull in all business lines. There is said to be two thousand idle in Victoria and wages are awfully low. One can hire a man for Coolie wages, five shillings a day, a drop from ten shillings."

March 13, 1892: "Oxen are used here instead of horses. They are awfully slow in their movements, but nevertheless are most useful, as they can work where a horse cannot. We will use a fine pair (Tom and Dick) for logging."

December 19, 1892: "Today I gave the dimensions of the flume under construction to bring water to the mill wheels. It was five feet high, ten feet wide and seven hundred feet in length. The planking was cut in the sawmill installed to supply material with which to construct the building, and afterwards to supply Alberni district."

The "Ariadne", first steamer to arrive in Alberni, 1890.





Sawmill and plant of B.C. Paper Manufacturing Company on Somass River in 1894.

January 3, 1893: "In this entry I tell of a concert at which the bachelors of the district had to provide the refreshments. The concert was highlighted by a song given by George Albert Huff. He sang "Polly Wolly Doodle All the Day". My candid report reads as follows: 'Mr. Huff hasn't much of a voice but it happened that he just arrived in time to hear his name called for a song. The people cheered him over and over again. Mr. Huff liked this well and he bowed to the audience. There was only one book with words and music, the accompanist took this, so George Albert Huff tried to remember the words. He broke down. He did not mind. The people cheered and cries of "Encore" were heard from all parts of the hall. He looked at the words again, and battled through to the end. The people roared with laughter, and when he finished cheer after cheer rent the air. Mr. Huff sang the song again, and would have a third time if the chairman had permitted him to.'"

May 5, 1895: "At this time the Presbyterian Church in Alberni was having a difficult time securing a minister. I wrote, 'A new preacher came in yesterday, but Mr. Stit (the then preacher) is not away yet, as his money has not come and he is deep in debt. Mr. Thomson has been preaching as Mr. Stit did not care to as the church treasury was empty, and he would get only the collection which amounts to \$1.50.'"

Mr. Carmichael states that the sawmill, built in connection with the paper mill, started operations in July, 1893. The first production from the paper mill came over the machine on July 24, 1894.

He adds the further interesting comment that a chipper and a crusher were installed to utilize wood pulp. "The result," he wrote, "was disappointing. The wood would not digest!" Later experiments were made with bracken fern, but the cost of gathering fern even under cheap labor conditions was prohibitive. The plant ceased operations in the summer of 1896.

March 12, 1895: "Having control of the property, Herbert Carmichael (brother) thought it would pay to operate the sawmill. He sent up a gentleman who was reputed to be the Dog Tax Collector for Victoria, to manage it. This gentleman may have known how to collect the dog tax, but did not know anything about sawmilling. He soon returned to

Victoria. I then obtained permission to try my hand. As the water power was out of commission, we ran the mill by steam power. George Bird was engineer. I was sawyer, Chris Frank, now a retired mining man living in Victoria, was setter, Steve Wells and Bing, a Chinaman, helpers. Logs cost \$3.50 per M in the boom. We sold rough 2"x4" and 1"x12" first grade at \$10.00 per F.B.M. rustic siding and clear edge grain flooring at \$16.00 per F.B.M. The Government paid \$9.00 per F.B.M. for bridge planking

"The hours of work in British Columbia's first paper mill were something less desirable to employees than present day standards," Mr. Carmichael wrote at the time. Here they are:

Monday to Friday, inclusive, 6 a.m. to 6 p.m.

Saturday, 6 a.m. to 12 noon.

Sunday, 12 midnight to 6 a.m.

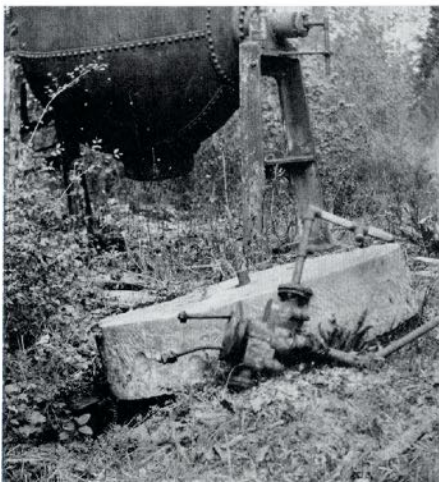
The B.C. Paper Manufacturing Company was incorporated with a capital of \$50,000, divided into 500 shares of \$100 each.

The original issue was 270 shares of which H. Carmichael, Victoria, Secretary, held 150; W. Alexander, Santa Barbara, Gentleman, 20; the balance being issued in lots not exceeding five shares with the exception of an English commercial traveller who held seven.

Today the Alberni area is one of the main centres of MacMillan, Bloedel and Powell River operations. Sawmills, plywood plants, pulp and paper mills, now employ nearly 5,000 men and women in their varied capacities. On the Somass River, near the site of the original paper mill of the nineties, is the Company's Somass sawmill.

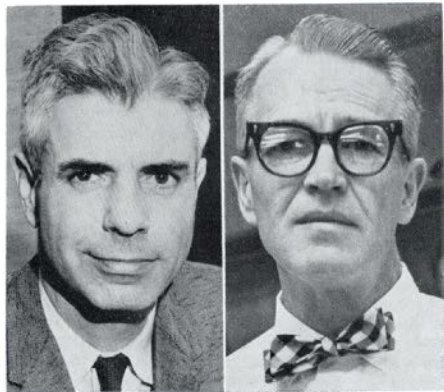
Mr. Carmichael has, in his files, many fascinating records of the early lumbering and pulp and paper days, of which the above is just one sample. It was through his co-operation that The Digester, many years ago, was enabled to publish the first authentic pictures and data on British Columbia's original paper mill at Port Alberni—and other illustrations of lumber being shipped from the same area as early as 1861.

Old digester and grindstones of the original paper mill were found rusting along the banks of the Somass River when picture was taken in 1930.





The picturesque exterior of the Hollister Evening Free Lance in Hollister, California.



Millard Hoyle, Publisher

Alan Pugh, Editor

Hollister Free Lance Installs Special Hoist System

of stock. A clamp designed by a local machinist pick up the rolls by the cores, after the wooden plugs are removed. Delivery trucks back into the storage area through large double doors at the rear of the building.

Publisher Millard Hoyle adapted the idea from newspaper handling systems observed on a tour of other California newspaper plants. Hoyle said he found that most other newspapers too small to afford a clamp-lift have no newspaper handling equipment at all, except for possibly a hand truck. "We determined that it would be less expensive to install a hoist for stacking the paper than to build a larger storage area, and we wanted to get away from the hazards of wrestling the rolls by hand," Hoyle explained.

He said the entire installation cost only a little over \$1,000.

The newspaper hoist is one of the modern features of a new 9,000 square foot building that was designed for maximum efficiency as a newspaper and commercial printing plant. Unobstructed floor space in a well-lighted shop permits straight-line production flow in all mechanical departments.

The front office is arranged so that both advertising and editorial departments have direct access to the composing room. Wood paneled walls, acoustical tile ceilings and glare-free lighting make it a pleasant place to work. With counters and storage cabinets dividing office departments, the plant is designed with a minimum of fixed partitions.

The job shop, extending across one end of the building, has its own entrance to a lobby that serves both newspaper and printing customers.

WHEN the Evening Free Lance of Hollister, California, moved to its new location last July, it celebrated both the dedication of its new plant and its 50th anniversary as a daily newspaper.

The Free Lance traces its origin as a weekly back to 1873. It has been in the Hoyle family since 1911, when the late Millard Hoyle, Sr., joined the staff as business manager. He later became publisher and owner, a position he held until his death in 1941, when the newspaper was taken over by his son, Millard Hoyle, Jr.

Editor of the Free Lance is Alan Pugh, an outstanding and experienced journalist.

Among the interesting modern features of the new Free Lance plant is an efficient and inexpensive newspaper hoist that lifts the rolls off the truck, stores them on their sides three tiers high, and moves them to the press—all with a minimum of backache.

The electric hoist is suspended from a ceiling-mounted crane that travels over a 15x36 foot newspaper storage area—enough room for one and one-half carloads of paper. It will remove a roll from any position in the stack, to facilitate the rotation

MACMILLAN, BLOEDEL AND POWELL RIVER LIMITED
VANCOUVER, B. C.

MEMORANDUM

TO: **Digester Readers**

FROM: **The Editor**

DATE: **March-April, 1961**

SUBJECT: **"It 'Im Again!"**

The old saying of the Cumberland miner, "It 'im again", is not too far removed from the atmosphere in which the modern industrial firm today finds itself.

Industrial earnings have become the target for every segment of society—labor, government and the general public.

The Annual Report of MacMillan, Bloedel and Powell River outlined in this issue clearly points up this trend. In taxes alone, to Federal, Provincial and Municipal governments the Company paid out \$33.8 million, or almost 38% more than its net earnings!

Out of gross earnings of approximately \$305 million, nearly \$275 million have gone directly into maintaining and creating jobs and to carrying on the business of governments.

The Company's report shows that \$74 million were paid out in wages, salaries and employee benefits, \$149 million for the purchase of goods and services, \$16.8 million in necessary capital expenditures and the \$33.8 million in taxes. In addition, shareholders received \$15.6 million, about one-fifth of the amount paid out in wages and employee benefits.

Equally significant, as pointed out by Company Chairman, the Honourable J. V. Clyne, is the fact that an increase of \$54 million in sales yielded only \$1 million in additional profit. This is in line with the general experience of business on our continent.

A recently published survey of earnings of a large group of American pulp and paper companies reveals that overall sales increased by 5.4% but net earnings were down 5.3%.

In the past decade many companies have found that although they have spent millions on capital expansion to increase output and introduce new products they have had practically no increase in their net earnings.

How long can this trend, which Mr. Clyne describes as "following a pattern that is becoming dangerously traditional in Canadian industry," continue without a complete stultification of industrial initiative and progress?

How often can industry be "hit" and still meet the challenge of foreign competition and the expanding demands of labour and government for increased wages, benefits and taxes?

How long can companies, under the urging of governments and public gooders continue to increase sales and spend millions in capital expenditures, only to be faced with steadily diminishing profits?

"If this sentiment continues," a British Columbia economist warned, "the element of profit could disappear. Then who will provide the capital for renewal of our assets and for expansion?"



Company's Powell River plant and portion of town with Powell Lake in background. Plant has newsprint capacity of over 500,000 tons annually.

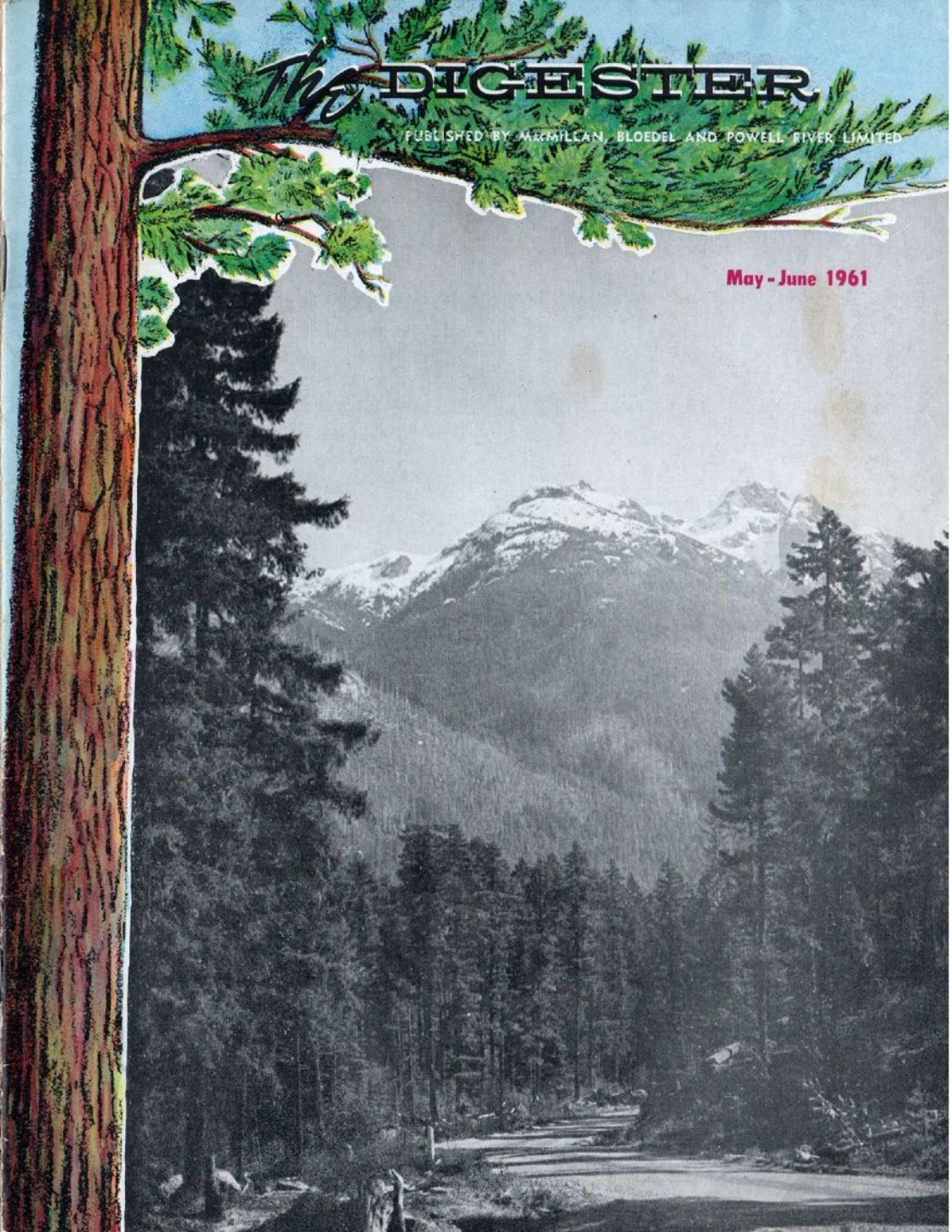
MACMILLAN, BLOEDEL AND POWELL RIVER LIMITED

NEWSPRINT - PULP - CORRUGATED CONTAINERS - KRAFT PAPER
BAGS - SMALL ROLL SPECIALTIES - LUMBER - PLYWOOD - FLAKEBOARD
SHINGLES - DOORS - CHARCOAL BRIQUETTES - PRES-TO-LOGS
ROOFING - BUILDING MATERIALS - PAPERBOARDS AND PACKAGING

The DIGESTER

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J. A. Lundie, Editor

COVER

Mt. Klitsa overlooking the placid waters of famed Sproat Lake near Port Alberni, a main centre of the Company's lumber, newsprint and pulp operations on Vancouver Island.

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Ralph M. Shaw

Appointed President



Ralph M. Shaw

THE appointment of Ralph M. Shaw as President of MacMillan, Bloedel and Powell River was recently announced.

Formerly Senior Executive Vice-President, he was appointed President, succeeding Mr. M. J. Foley, who resigned to accept a senior executive post in eastern Canada.

Mr. Shaw is one of British Columbia's best known lumber, pulp and paper executives—with 33 years' consecutive service and a wide field of practical experience in the industry.

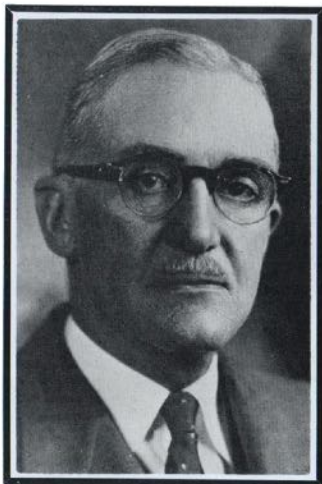
He joined MacMillan Export Company as a young man in 1928 and for several years was closely identified with the Company's sales staff, including the United Kingdom and United States

departments. He was appointed Manager of the United Kingdom Sales department in 1936, and during World War II was on loan to the Canadian government as Wartime Head of the Export Section, Canadian Timber Control.

In 1943 Mr. Shaw was appointed Export Sales Manager, and in the post-war years has been successively promoted to General Manager of Sales, Vice-President of Sales and to President of MacMillan & Bloedel in 1957.

On amalgamation of the MacMillan & Bloedel and Powell River interests he was appointed Executive Vice-President, was promoted to Senior Executive Vice-President in January 1961, and to President on April 25, 1961.

ALAN HOLMES WILLIAMSON



Alan Holmes Williamson

IT IS with deep regret that The Digester records the death on July 1 of Alan H. Williamson, for many years a director of MacMillan, Bloedel and Powell River Limited and a leading figure in British Columbia's financial and philanthropic life. Until recently, Mr. Williamson was joint chairman and a director of the well-known financial house of Wood, Gundy and Company Limited. His advice and counsel have been sought by many companies in the province. At the time of his death, he was a director of many well-known British Columbia corporations, including MacMillan, Bloedel and Powell River, Burrard Drydock Co. Ltd., Woodward Stores Ltd., Western Canada Steel Ltd., B.C. Packers Ltd., and numerous others.

During World War II, Mr. Williamson's long experience in industry and finance was utilized by the Canadian Government. In this period he served as Controller of Supplies and Vice-Chairman, Wartime Industries Control Board of Canada, and Controller of Timber and Rubber, along with other key posts in war-time industry. In recognition of his services he was made an officer of the Order of the British Empire.

Mr. Williamson has been closely affiliated with charitable and philanthropic work in British Columbia where he has resided for the past sixteen years. He recently set up a \$300,000 fund to be used for the benefit of retarded and emotionally disturbed children.

His passing is a great loss to his many friends in MacMillan, Bloedel and Powell River and in the business life of British Columbia and Canada. His long experience in industry, particularly in the forest products field, has been invaluable in the progress and development of the Company and the country as a whole.

Junior Forest Warden Groups Active

JUNIOR Forest Warden groups are very active in all areas of Company operations. In the Powell River district for example, each of the three communities, Powell River, Westview and Cranberry, have organized troupes, and the boys are participating regularly in many forestry projects, including the planting, seeding, experimental farm work, fire protection and forest conservation.

Regular competitions are held and each group undertakes specific projects during the year.

At the Annual Banquet, sponsored by MacMillan, Bloedel and Powell River Limited, over 100 young wardens were in attendance. Enthusiasm remains high and these youngsters, living in an area whose prosperity is dependent directly on our forests, have done a first class job in disseminating information and stimulating interest in forest protection. Many of these boys will be our foresters of the future, and will carry their early training with them through the intervening years. Their influence with young and old alike is doing much to safe-

guard British Columbia's most valuable heritage—our forests.

Junior Forest Warden competition winners photographed with head table guests—left to right: Ray McNair, Supervisor Powell River Group; R. Lyster, Assistant Chief Warden Provincial Headquarters, guest speaker; Sid Riley, Supervisor Westview Group; Glen Erickson, Assistant Forest Ranger, Powell River area; Vince Gilham, Supervisor Cranberry Group.



Australian Surveys Under Way

MacMillan, Bloedel and Powell River
studying possibility of a plant
in South Australia

PERTH

ADELAIDE

SYDNEY

MELBOURNE

COARSE PAPERS AND LINERBOARD PRODUCTION UNDER CONSIDERATION

THE production of coarse papers and linerboard in Australia by MacMillan, Bloedel and Powell River Limited and their Australian associates is being investigated.

This was announced by the Hon. J. V. Clyne, Chairman of the Board, on May 8, 1961. He revealed that the company had been invited some time ago to carry out a study of manufacturing prospects in Australia. These studies are being continued and, if the economic and physical climate is suitable, the company in association with Australian capital will establish a plant for linerboard and coarse papers.

In reviewing the company's interest in Australia, Mr. Clyne emphasized that it welcomes the opportunity to expand sales and earning potential in company with Australian capital. He stressed that the proposed investment in Australia did not represent any change from normal company policy of "utilizing its resources in British Columbia to the fullest extent." In illustration of this statement, the chairman referred to the already announced plan to spend over \$21 million on capital outlays within the province in 1961, in addition to the \$17 million spent in 1960.

The move to Australia uncovers a possible source of profitable investment, not normally open to the British Columbia producer. Linerboard and coarse papers imports, subject to an Australian

tariff, have not hitherto been shipped from British Columbia. The new project will be of mutual advantage. Australian capital and Australian associates will share in the venture and at the same time enjoy the advantages of the long established technical skills and management experience of the company, which in fact will be its most important contribution.

South Australia has extensive forest reserves. The location of the plant would place it in the midst of the timbered area, and close to the heavily populated centres of the country.

MacMillan, Bloedel and Powell River has enjoyed friendly association with Australian wood and paper using firms for many years; and British Columbia technical and operating skills have been closely identified with the development of the pulp and paper industry in that country. The firm of Sandwell International Limited, which is associated in the studies now being made, engineered and designed the first newsprint mills in Australia. President of the firm, P. R. Sandwell, and his late father, Percy R. Sandwell, both of whom were former engineering officials of MacMillan, Bloedel and Powell River, were pioneers of the newsprint industry "down under". The association of our company with Australian financiers and manufacturers is a natural one, based on many years of mutual co-operation and understanding.

\$21 MILLION TO BE SPENT

THIS YEAR FOR

CAPITAL EXPENSE

In the past five years MacMillan, Bloedel and Powell River have spent \$160 million in keeping their plants competitive and preparing for future demands for their products.

“OUR capital expenditures for 1961 will total 21 million dollars.”

This statement was one of the highlights of the Hon. J. V. Clyne's annual address to shareholders on April 25 last.

The projects outlined by the Chairman covered many phases of Company operations and were further evidence of the directors' determination to maintain all operations at top efficiency and to be prepared for new or competitive conditions ahead.

POWELL RIVER MODERNIZATION—\$5 MILLION



Powell River Pulp and Paper Plant.

ALBERNI NEWSPRINT MACHINE—\$7 MILLION



Port Alberni Pulp and Paper Plant.

The largest single item of expenditure will be over \$7 million for this year's construction costs on the \$24 million newsprint installation at Alberni. Scheduled for completion early in 1963, the necessary auxiliary units will be well underway by the end of this year. Construction, the Chairman stated, is progressing satisfactorily.

Another \$1.5 million will be spent at Alberni to improve and modernize equipment in the pulp and paper operations. Extensions to existing wharf capacity are being undertaken. A new digester is being installed and expansion of pulp washing capacity will be pushed forward.

Some \$5 million will be spent at Powell River, largely on improvements to the pulping process, completion of the installation of centri-cleaners on all newsprint machines, tension control on all winders, automatic roll handling equipment, and the installation of a new hydraulic barker. These changes will materially assist in increasing efficiency and improving newsprint quality.

Centri-cleaners are already installed on four of Powell River's nine paper machines. By the end of the year the balance of the machines will be similarly equipped. With the completion of this program all the Company's newsprint machines, both at Powell River and Alberni, will have centri-cleaners, and as a result we will have one of the cleanest sheets of newsprint in the industry.

Tension control devices, which by the end of the current year will be installed on all machines, will provide more uniform roll winding and contribute greatly to improved press performance.

The extension of automatic roll handling and finishing equipment to Number 5 and Number 6 machines will further improve packing and shipping of newsprint.

The new and highly modern Bellingham Barker installation will enable improved log barking which will assist in producing an even cleaner sheet of newsprint. The Bellingham's greater per hour output will provide more reserve capacity.

SAWMILLING



Chemainus Sawmill

Principal outlays in our sawmilling division will be on the installation of a new hydraulic barker at the important Chemainus mill on Vancouver Island; modification to the chipper and major revisions to the mill waste wood conveyor system at the Somass Division, Port Alberni. This will permit more economical operation of the mill and greater utilization of wood waste for chips.

The emphasis is on stepped-up utilization of sawmill waste in producing chips for our pulp mills. Today, MacMillan, Bloedel and Powell River sawmills are producing 1 unit of chips and over 1,000 ft. of lumber from each 1,000 ft. of logs sawn. The Somass sawmill at Port Alberni is directly connected to the adjacent pulp and paper mill by a belt conveyor for economical transportation of chips. Chips produced by Company sawmills on the Fraser River—Canadian White Pine, the B.C.M. and W.S.M. mills of the New Westminster division—and Chemainus Division on Vancouver Island, are transported by barge to the pulp mill at Harmac near Nanaimo.

NEW LOG CARRIER

Another major capital expenditure item is the construction of the new self-loading, self-dumping log barge, recently launched at Yarrow's Shipyard in Esquimalt. Full information on the barge and its launching is given on page 8.



LOGGING

New logging equipment will involve an expenditure of \$1.6 million. The bulk will be spent on 21 portable steel spar trees and their under-carriages, which will bring to over 30 the number of portable spars used by the Company. The manufacture of the spars and necessary assembly work is already underway in Nanaimo. The large increase in portable steel spar purchases is based on the experience of the past three years since the portable spar was first introduced into western logging. In areas where terrain is suitable, the new installations have reduced the cost and improved the efficiency of operations. These spars can be set up in four or five hours and moved readily from one location to another. In addition to the time formerly lost in locating a good spar tree, setting up time would involve at least two days' work by a crew of men with much extra rigging equipment required. Also, trees which might be rigged as spars, prior to the advent of the portable spar, are now cut for production. The steel spar has come to stay in western logging, however, in some instances the wooden tree will still be used.

WOOD PRODUCTS WAREHOUSES AND CONTAINER PLANT EXPANSIONS



Saskatoon Warehouse nearing completion.

Outside the province, the Company is continuing its program of improvement to its chain of warehouses for wood products. The new warehouse at Saskatoon has been completed and another is under construction at Regina. A third was recently completed at Lethbridge, Alberta.

In our corrugated container operations an extension and modernization program is underway at Calgary. An entire new plant is being constructed to replace the present building, now outdated. This installation is in line with the Company's policy to maintain modern and competitive plants and equipment and be ready for the future. Modifications and expansion of the Regina corrugated plant are underway and will cost some \$200,000.

Summing up his review of capital expenditures for 1961, Mr. Clyne stated, "I believe it will be clear from this summary that our Company is making a very great effort to improve our products, our productivity and our economic position. We are doing our utmost to improve operating efficiency and to make the fullest and most profitable use of all logs produced from our forests."

Pat Carney Wins Company Journalistic Award

Province Business Writer Awarded Top Honors for Business Journalism in 1961

A \$500 award for "outstanding individual achievement in the field of business journalism in British Columbia daily newspapers" has been presented to Miss Pat Carney of the Vancouver Province.

Miss Carney won the award, presented annually for journalism by MacMillan, Bloedel and Powell River Limited, for a series of articles on B.C. Resource Industries and "for the general level of her writing". Miss Carney, aged 25, is a graduate in economics and political science of the University of British Columbia, and in the six years since she has been with The Province she has built up an outstanding reputation for thoughtful and thorough reporting.

She has brought to the seemingly dull field of business writing a sense for news and a sound judgment that have made the business section one of the most interesting in the paper.

Two other Vancouver writers were commended by the judges for their entries. Cliff McKay, Vancouver Sun business editor, won an honourable mention for a series on the aluminum development at Kitimat; and William Ryan, business editor of The Province and Miss Carney's departmental head, for an article on British Columbia power.

The judges in the award contest this year were Dean Neil G. Perry, Dean of the Faculty of Commerce and Business Administration, University of British Columbia; Mr. George O. Vale, retired trust company officer and Dean Geoffrey C. Andrew, Deputy to the President, University of British Columbia. Dean Andrew, acting as chairman, was representing University of British



Ralph M. Shaw, President, MacMillan, Bloedel and Powell River presents Company's Journalism Award to Miss Pat Carney. Runner-up Bill Ryan (right) also receives congratulations.

Columbia President, Dr. Norman MacKenzie, who was absent from Canada during the period when the award entries were being judged.

This year was the first that the company's award, initiated in 1957, was confined to business journalism. It was felt that this was a field more in need of recognition and encouragement than journalism in general and which, judging by public understanding of business affairs, sorely needs encouragement.

The \$500 award to Miss Carney was presented by Ralph M. Shaw, President of MacMillan, Bloedel and Powell River Limited, at a dinner held in co-operation with the Newsmen's Club of B.C. and hosted by officials of B.C. Telephone Company.

A second cheque for \$500 was also presented to Miss Carney by Mr. Shaw on behalf of The Province newspaper, which generously matched the company award. The Province also afforded special recognition to the achievement of Bill Ryan.

The Digester, on behalf of the company, is delighted to congratulate all three writers on their success.



Cliff McKay, Vancouver Sun Financial Editor, received Honourable Mention for his entry of "Aluminum" Articles.

Mrs. A. Babe Warren, of Victoria, from Her Honey Bee Farm Offers An Interesting and Practical Example of Reciprocal Trade . . . AND

It's a Honey of an Idea

ONE of the most interesting and heartening—perhaps unusual—letters of practical purchasing philosophy was received by our Information Department recently.

The letter was from Mrs. A. "Babe" Warren, a partner with her husband, Charlie, in "Babe's Honey" in Victoria. This enterprising husband and wife have their own bee farm where the quality of their honey is savored by many Victorians.

Charlie and "Babe" Warren are shareholders in MacMillan, Bloedel and Powell River and have displayed it in a pleasing and practical manner.

Mrs. Warren writes: "After reading in your annual report to shareholders that the company manufactures corrugated containers I checked and found that the cartons we buy are manufactured by another firm.

"We have two very good reasons to support the company. We should be buying cartons made by the company; first, because the money we used to buy our shares is from honey produced by our bees from fireweed flowers on MacMillan, Bloedel

and Powell River property and, secondly, because as shareholders we are helping ourselves by purchasing our own company products.

"If available, at competitive prices of course, our future cartons will be yours. Please send me the name and address of a supplier. We only buy about 1,000 cartons at a time (each to hold 1 dozen 4 lb. tins) but there must be bigger customers in this area who benefit more from the company's huge payroll and tax bill. But every little helps!"

Mrs. Warren has put, probably far better than professional publicists could do, one sound reason for the 17,500 shareholders of MacMillan, Bloedel and Powell River to use wherever possible products from the company in which they have a personal interest.

Quality and price being equal, Mrs. Warren says in effect, why not help yourself and the company in which you have an interest by buying their products.

Thank you, Mrs. Warren—It's a Honey of An Idea.

Mr. and Mrs. C. Warren take personal care of their bees.





Mrs. J. V. Clyne starts "Haida" down the way.



"Haida", in drydock, ready for launching.

THE "NEW LOOK" IN LOG CARRIERS

ON MAY 15, the largest self-loading and unloading barge in the world was launched at Yarrow's shipyard in Esquimalt, B.C. This ultra modern log carrier, built for MacMillan, Bloedel and Powell River Limited, was sponsored and named the "Haida Carrier" by Mrs. J. V. Clyne, wife of the Hon. J. V. Clyne, at an impressive ceremony, attended by Lieutenant-Governor George Pearkes and other distinguished guests.

The "Haida" is 340 feet long, 64 feet across the beam and 19 feet six inches in depth when fully loaded. It can carry 1.5 million board feet of logs. It is designed to carry two cranes mounted on pedestals on the hull. The cranes will be equipped with booms and grapple devices enabling the barge to pick up logs directly from the water without the need of a wharf or shore-based loading works. "Haida" will be engaged in carrying logs from widely extended points on the British Columbia coast to the company's converting plants on Vancouver Island and the lower mainland area of B.C.

The log cargo can be unloaded by the cranes, but the method of dumping the whole load is by flooding two large side-tipping tanks in the hull and thus tilting the barge to an angle of 45 degrees.

The "Haida Carrier" will be operated by Kingcome Navigation Company Limited, a subsidiary of MacMillan, Bloedel and Powell River Limited, whose tugboats will tow the vessel. On the barge will be a 20 foot steel diesel-driven boom tug, which will be lifted on and off by one of the cranes and used to push the logs to the barge to ensure a steady supply for the loading operations.

Mr. Hubert Wallace, Vice-President and Managing Director of Yarrow's, and Mr. Clyne, in brief addresses, stressed the strong relationship between

MRS. J. V. CLYNE LAUNCHES LARGEST AND MOST MODERN ADDITION TO COMPANY CARRIER FLEET

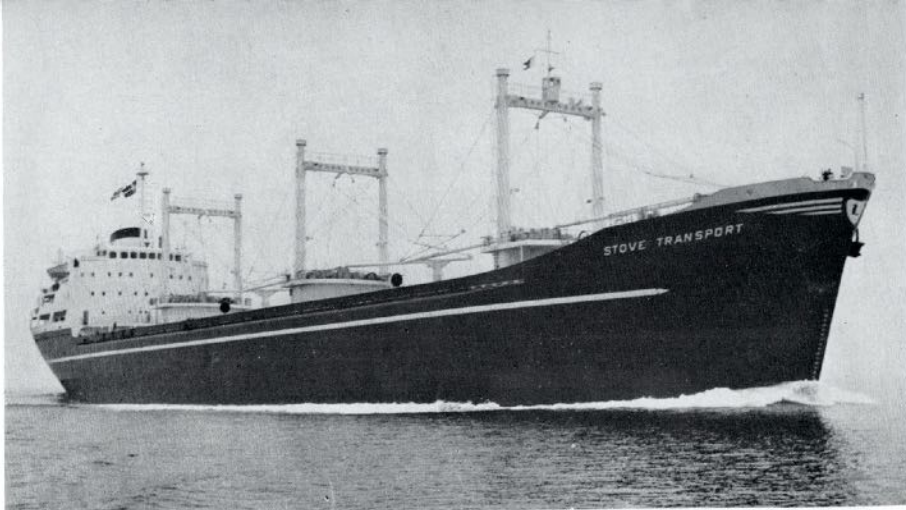
the pioneer shipbuilding firm and the forest products industry of British Columbia. Mr. Clyne said the launching of the "Haida" marks an important advance in the progress of the forest industry towards safer, more efficient, and more economical operation. New areas of the coast will be opened up and access will be gained to timber resources that have heretofore been out of reach because of high loading costs. This should be of great benefit to the small independent logger. The sea-worthy qualities of this barge will undoubtedly reduce the hazards of log towing on this coast."

Mr. Wallace, in his address, presented some further statistics on the construction of the carrier. He stated, "The 'Haida' can carry a load of 6,700 tons or 1,500,000 feet of log scale. We have used 1,350 tons of steel and we believe that the total of only 49 working days consumed in construction is something of a record in shipbuilding. An average of 150 men were employed on a two-shift basis. MacMillan, Bloedel and Powell River purposely expedited the 'Haida' contract to help provide winter work for Victoria shipyards."

Present at the ceremony were Mr. and Mrs. Robert Davidson, representing the famous Haida tribe of the Queen Charlotte Islands. The Haidas were the master craftsmen of the Coast Indians, and Mr. Davidson, now over 80 years old, is the tribe's leading handicraft expert. He presented a totem pole to Mr. Clyne stating, "I feel greatly honored to represent the Haidas of Queen Charlotte Islands at the launching of the boat christened 'Haida'.

"The definition of Haida is 'command' so the vessel is well named and I trust she will remain long in the service.

"I am presenting this totem pole in token of the Haidas co-operation with our white brothers."



Revolutionary crane equipped vessel being used by MacMillan, Bloedel and Powell River Limited to ship packaged lumber to U.S. Atlantic Coast ports.

New Vessel Chartered for Lumber Transport

ON THE weekend of May 20, the trim, sleek freighter, "Stove Transport", docked at Vancouver's Centennial Pier. It immediately attracted the interest of the city's marine fraternity.

The vessel was on her maiden voyage and is under a three-year time charter to Canadian Transport, shipping subsidiary of MacMillan, Bloedel and Powell River. She will be engaged in carrying lumber between British Columbia and the Atlantic Coast of the United States and bulk cargoes into the Pacific on the return voyage.

She is the first vessel in the world to be fitted with swinging boom type cranes for cargo handling—and Canadian Transport is using her to pioneer a new experiment in shipping packaged lumber.

The idea of crane loading followed from MacMillan, Bloedel and Powell River's experiment in lumber packaging in December, 1959. The combination now available, the use of cranes in stowing lumber already packaged, is a big improvement over the traditional winch and derrick method of loading and stowing loose lumber and will undoubtedly increase efficiency.

The new lumber carrier is equipped with six cranes, with the derricks in the centre line. Operated by three winches, it can swing from side to side. The increased mobility allowed by cranes makes it possible for lumber packages to be lifted from the dock and placed in their allotted positions in the hold, with greater ease and facility than formerly.

Howard Jones, Vice-President and General Manager of Canadian Transport, emphasized the experimental nature of the undertaking.

"She is an experimental ship," he declared, "and naturally there will be many wrinkles to iron out before top efficiency is reached. But we are hopeful it may prove an answer to many of our loading and unloading problems."

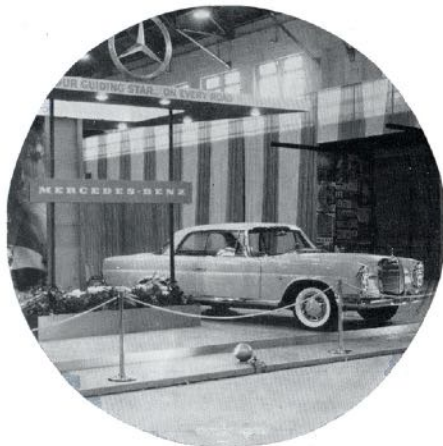
"Stove Transport" is a 15,600-ton ship, 500 feet in length, with a draft of 29 feet. She was built in Denmark at the famous Burmeister and Wain's yards for her Norwegian owners; and left Copenhagen on her maiden voyage on March 3. Her housing is in the stern with all her six holds forward, and a 375 foot length between the wheelhouse and the prow. Because of this, a "crow's nest" is set on top of the mast forward with telephone connections to crew members at the wheel.

Every modern navigational aid, including automatic steering or alternative push button steering has been installed. One of the six vessels on long term charter to MacMillan, Bloedel and Powell River, she has a crew of 43 men and can carry approximately 8½ million board feet (net) in each cargo.

"Stove Transport", like the new log carrying barge, "Haida", (see page 8), is further evidence of the Company's firm policy of maintaining modern, efficient equipment in its transportation services as well as in its operations.



United States space exhibit attracted wide attention, further heightened by news headlines of Commander Shepard's successful flight.



Foreign cars were well represented.

Lloyd's of London famous Coffee House ranked high in popular favor.



Facsimiles of British Crown Jewels were on exhibit.



40 Governments in B.C.'s International

MERCHANDISE and goods from the marts of the world gathered in Vancouver on May 3-12, for display at British Columbia's second International Trade Fair.

The produce and craftsmanship of 40 nations, worth over \$35 million, were on exhibition with thousands of buyers from many and widely extended nations in attendance.

In addition to the attractive entry of manufacturers' goods and national products, several special displays lent color and drama to the superbly designed miniature market place that for ten days brought world buyers to Vancouver.



British designed engines and other machinery attracted prospective buyers.

Represented at International Trade Fair

There was a full size model of a Mercury space capsule, loaned to the fair by the National Aeronautics and Space Administration of the United States. High in popular favor was the striking replica of Lloyd's famous Coffee House in London, where the great insurance company had its birth in the 17th century. Contending for top honors was the beautiful 40-foot reproduction of Holland-American Lines luxury ship "Rotterdam"—the world's largest ship model, which, in the evening, blazed with lights and color.

Exhibits showing a wide variety of merchandise and industrial equipment were entered by the major countries of Europe and this hemisphere. Australia, making its first appearance at the fair, displayed a fascinating array of native Australian products and manufactured goods, among which the unique "Kangaroo" coat attracted wide interest. The United Kingdom, with its double decked exhibit, was a model merchandising market for consumer goods from many countries of the old land.

The trade alert Japanese presented one of the most effective and popular exhibits of Japanese industrial effort. There were musical instruments, glassware, textiles, lathes and metal working machines from Czechoslovakia; stone coffee set, tachia grass work, lanterns, embroidered shawls and other goods from Formosa. Mexico's delicious canned and frozen foods exercised a strong appeal to buyers. The steel of Sheffield, pottery from



Export conscious Mexico displayed a wide variety of native products.

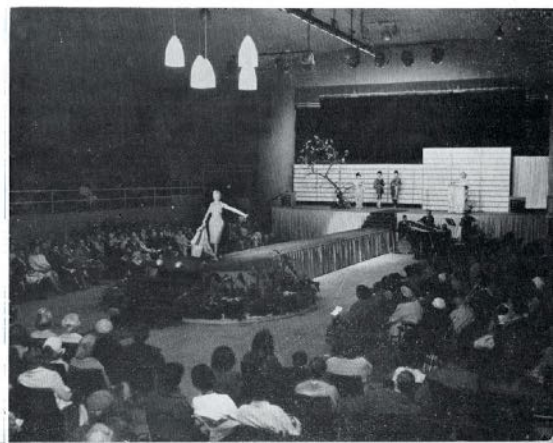
Stoke-on-Trent, and cashmere from Scotland were among the over 200 items shown by the United Kingdom. Japan's 2000 different species, which exerted widespread curiosity and audience appeal, ranged from cheque writers to an 18-foot cruiser, hand tools, truck tires, etc.

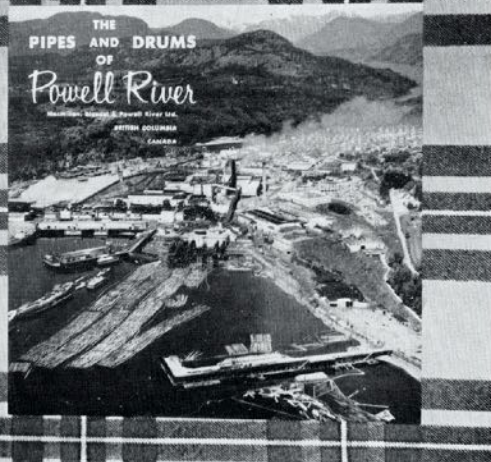
A special feature of the exhibition was the big bridge, designed especially for the B.C. logging industry, which was on view throughout the 10 days. It is the only unit construction bridge in the world capable of carrying trucks weighing up to 100 tons over spans reaching 300 feet.

Premier Bennett, in his opening remarks, stated that at the time of the first B.C. Trade Fair in 1958, "the province's foreign trade was worth \$770 million of which \$500 million were export. "Today," he went on to say, "B.C.'s world trade is over \$1.4 billion, of which nearly \$1 billion is exports."

"I am confident," the Premier concluded, "that this impressive rise in our world trade can be traced in considerable measure to the new and important relationship established at the 1958 Fair."

The international fashion show was packed to capacity every evening.





The pipes are skirling. Striking jacket on the "Pipes and Drums of Powell River" now on sale in many music houses.

THE PIPE BAND of MacMillan, Bloedel and Powell River Limited has just completed a record.

A "Reel" Record for Company Pipe Band

This is not another of the records they have been making over the last few years in winning every award on the Pacific Coast for band, drumming and individual piping excellence.

This is a real record, which you can play on your record player—and which, in the opinion of experts, is one of the finest piping records ever made. It is titled "The Pipes and Drums of Powell River".

Few such recordings have ever attained the variety and depth of the MacMillan, Bloedel and Powell River offering. Jigs, reels, marches, strathspeys, and many difficult scores, are included. Many commendations have been received, including some from the home of the piper, Scotland.

The offering is a highly professional one. Few, if any, pipe bands in Canada—and in Scotland, say Pacific Coast experts—could parallel the recording. The stirring marching songs of the clans, the lively music of the jigs and reels, compete with the famous folk tunes of the Highlands. To any lover of Highland music, in fact to any music lover, the selections can be recommended.

Century Old Saw Keeps on Sawing Away

AT THE recent Forest History Seminar in Vancouver, one of the exhibits which excited wide interest and curiosity was a circular saw, which has been in British Columbia for nearly a century.

In 1860 a well-known Sheffield steel manufacturing firm received an order for circular saws to be used in Barkerville, British Columbia.

These saws were ordered by the Gold Fields Mining Company, an English firm, for the sawmill they were installing in connection with their mining operations in the historic gold city.

Three saws were purchased. They were shipped to the Pacific coast via Cape Horn, transported by stage to Ashcroft and carried over the newly constructed Cariboo road to Barkerville.

The saws were 52" in diameter by 6 gauge, with 12 Spalding teeth.

After the gold rush subsided the saws were sold to a Mr. Wendle for \$65.00. In 1957, Mr. Wendle, still a resident of Barkerville, sold the remaining saw to Mr. Roy McKittrick, who just kept on sawing away with this tough veteran of another century.

With the increased attention now being given to preservation of records by industry, many more such fascinating, historical exhibits will undoubtedly be discovered.

12-tooth 100-year-old saw found at Barkerville.





New quarters of The Daily Herald. The building is faced with natural stone and brick with large glass area fully draped. Thousands visited the new plant during two open-houses held since its completion.

Provo Herald Continues Expansion in New Quarters

IT HAS been the privilege of our Company over the years to have served a large number of newspapers in widely separated areas of the United States.

We have watched many of these publications during their formative years; have seen them progress from weeklies to dailies; and extend their influence and circulations to new and once undreamed of heights.

Among these old friends of many years' standing is the Provo Daily Herald of Provo, Utah, which, following twenty years of spectacular growth, has moved into new and imposing quarters in Provo.

The Daily Herald, like many of its contemporaries, traces its origin back to the second half of the 19th century when the great westward trek was in progress. It saw the light of its first journalistic day on August 1, 1873, when it was published as a weekly under the original name of Provo Times.

Over the years there have been changes of name and ownership. In 1909 the old Provo Times became the Provo Herald and operated as a semi-weekly and tri-weekly. It entered the daily field in 1922; and in 1924 purchased its competitor, the Provo Post.

Today, it is the only daily in central Utah and with the city of Provo housing the Brigham Young University and the sprawling Geneva Works of United Steel Corporation, the Herald's influence and prestige are high.

From 1940, the dominant personality in the organization has been L. B. "Jack" Tackett, under whose forceful and imaginative leadership the Herald has trebled its circulation. The paper now employs a full time staff of 82, with 30 regional correspondents and 295 carriers.

The Herald's service and equipment are strictly modern. It has United Press International news service, including the only teletypesetter operation in the state. Its "Scan-a-Sizer" was the first installed in the inter-mountain area.

New equipment installed in the modern building included expansion of the Goss Rotary Tubular Press from 20 to 24-page capacity, with further color versatility; a new 1000-gallon ink storage tank; an additional linotype mixer machine and other composing room and stereotype facilities.

The new building, finished in pastel shades, has been a focal point for thousands of visitors since its opening. Its spacious business office, supervisory conference room and publisher's office are complemented by commodious quarters for all departments—paper storage room, composing, stereotype and press operations. A machine shop with entrances to both composing and press rooms is an added feature.

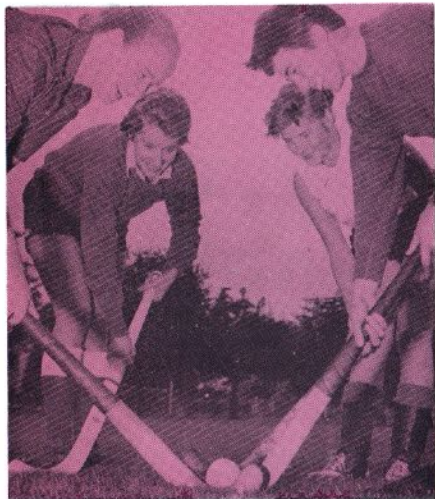
To publisher, Jack Tackett, and his staff, the Digester extends its congratulations on completion of another milestone of Herald progress; and with them, looks forward to continued growth and expansion in the years ahead.

Mr. L. B. (Jack) Tackett, centre, Publisher of The Daily Herald, Provo, Utah, reviews circulation figures with Fred F. Forbes, left, Circulation Manager, and N. LaVerl Christensen, Editor. The Herald has been a long standing user of MacMillan, Bloedel and Powell River newsprint.



The Playing Fields of Brockton Point, inside Vancouver's famous Stanley Park, still retain their Old World atmosphere and dignity.

The Greats of the Athletic World Have Paraded on Its Fields



The famous English game of grass hockey is played regularly at "The Point".

A STONE'S throw from the heart of Vancouver the evergreen playground of Brockton Point juts boldly out into Vancouver harbor. A part of the world-famous Stanley Park, Brockton Point is the city's oldest and most beautiful scenic sports-ground. On its cool, inviting cricket pitch, on its well-turfed "rugger field", overlooked by the picturesque mountains of the Coast Range, some of the most famous athletic contests in Western Canadian history have been played.

The name Brockton brings nostalgic memories to old-time residents of Vancouver. Here at the turn of the century, almost all the recreational life of the city was centered. All the great touring teams focussed on Brockton—and here it was that the "greats" of British Columbia sportsmen received their early training.

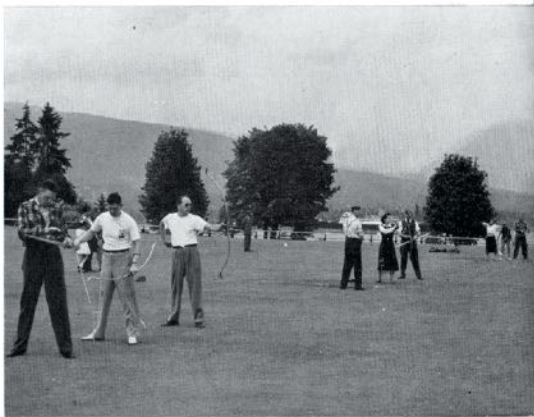
Every week-end this lovely emerald isle, carved out of the mighty giants of the surrounding forest,

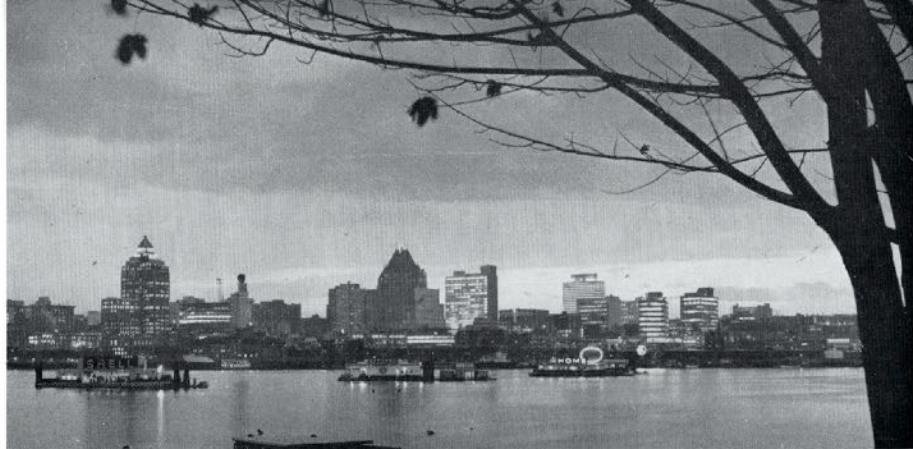
invited hundreds of spectators to its eye-appealing panorama. Some came by horse and buggy, others arrived in picnic launches after a 15-minute sea ride from the Vancouver docksides. But whatever game of championship or near championship calibre was on tap, Brockton was the rendezvous.

Brockton's fame is international. On its near perfect cricket pitch, Don Bradman of Australia, one of the mighty batsmen of all times was "bowled for a duck"—something that never happened at Lords, Marylebone or Sidney. Bradman described the cricket pitch as one of the finest in the world—and from a scenic point of view unsurpassed anywhere.

The English game of cricket has been played in Vancouver since the birth of the city; and today the game is as popular as ever with upwards of a dozen teams playing regularly. Every Saturday at the Brockton Oval the players and their friends sip tea between innings; and about the enclosure big audiences clap appreciative hands and utter dignified "bravos" and "well played, sirs", as this or that player "knocks one for six" or a bowler whips off the bowls from a wicket. Here is all the quiet dignity and restrained ardor of Lords or an English county clubhouse—with cool evergreens nodding benevolent heads and the lofty mountain peaks, in majestic grandeur, smiling approvingly from across the sparkling waters of the Narrows.

Ye Ancient Spote of Archery attracts many hundreds of devotees to Brockton Point.





A good baseball pitcher could almost hurl a ball into Vancouver from Brockton Point. Above is Vancouver's skyline by night as seen from Brockton.

Brockton Point is almost unique in its setting and location. Although the pulse beat of a rushing modern city is less than a mile away, the spectator has the illusion of being transported to a fairy sportsland in some sequestered oasis, far from the "maddening crowd's ignoble strife". Like a painted canvas, the silhouettes of Vancouver's skyscrapers overlook the park from across the snug tidal basin of Coal Harbor where the pride of Vancouver's yachting fleet swing at their moorings. On the seaward side, the great ships of the world slide silently past in full view of the grounds—while to the west and southwest the century-old firs and cedars stand in all their pristine glory.

On Brockton's fields—a mighty panorama of sports stars and world famous organizations has come and gone. Here in the early days of this century were played all those hectic lacrosse games that made western athletes the most feared stick-handlers in Canada. Here, those great rugger squads from Stanford and Berkley fought Vancouver's stoutest fifteens. Here the fabled New Zealand All Blacks paraded their skill before capacity crowds, who thrilled to the display of the great Maori fullback, Neepee; here, too, some of Great Britain's mightiest soccer aggregations—carrying such names as Jimmy Quinn, Brownlie of Third Lanark, and McGrory of Celtic displayed their wizardry. Touring Australian and South African rugger teams, Canadian and British cricket elevens have admired Brockton's lovely setting and perfect turf. Olympic track stars have gamboled around its cinder track. The cream of world sportsdom has appeared and been conquered in turn by the lure of Brockton.

Ye Ancient Sport of Archery centres its activities at the "Point". In summer months, scores of archers with their long bows and quivers are in action, with the inevitable crowd of tourists on the side lines. On any summer evening a popular pastime among Vancouverites is to drive out to Brockton and watch the archers string their bows.

Today this celebrated arena is still one of Vancouver's best beloved athletic fields. It has an individual and a friendly atmosphere lacking in the big fence surrounded commercial playing fields of the city. It is the home of the amateurs, the men and women, boys and girls, who are playing sports because they want to. The Brockton Pointers are not interested in crowds or money. The cricketers, the grass hockey enthusiasts, the archers, the ruggers, who play for the game's sake, alone, find in this beautiful scenic playground the full enjoyment and personal satisfaction impossible in the pop and hot dog atmosphere of the unattractive surroundings of the hemmed in professional sports arena.

Brockton's famous cricket pitch, one of the world's finest, looking north to the Coast Mountains.



Around Our Communities

World War II Balloon Bomb Found by Company Logger

A recent find by a logger on MacMillan, Bloedel and Powell River Limited property at Duncan, Vancouver Island, brings back memories of World War II.

He uncovered one of the ingenious balloon bombs, which were floating around Pacific Coast areas in those hectic days. It has since been defused by naval demolition experts. The idea of the bomb was to disrupt the flow of lumber from B.C. ports by starting forest fires in the heavily timbered areas of the Pacific Coast.

The bomb was in a partially rotted wooden box. Bits of balloon fabric and strands of wire were nearby. Logger Gordon Braithwaite of Duncan located it in a thickly forested section which was being cleared by the Shawnigan Logging Division of MacMillan, Bloedel and Powell River.

Lt.-Cmdr. Al Booth, who headed the demolition team, said the bomb was still live and dangerous, despite having lain on the mountainside since the Second World War.

The incendiary apparatus was a two-by-four-by-eight inch metal container holding explosives, fuses and detonators. It was intact, the commander said.

Naval headquarters at Esquimalt said that as far as it knew few if any of the bombs exploded upon landing and no serious fire ever was blamed on them.

NANAIMO AND POWELL RIVER FIGHT SOCCER DUEL

In the Tournament of Soccer Champions held recently in Vancouver, one of the outstanding battles was the Division 7 match between Nanaimo and Powell River. The two teams composed of youngsters between 11 and 12 years of age, battled to a 1-1 score to regulation time—and went into half an hour overtime, with the under-favored Nanaimo defeating Powell River 2-1. The game was televised on the British Columbia network of Canadian Broadcasting Corporation. A sad blow to optimistic Powell River supporters. A sweet win for underdog but aggressive Nanaimo.



Plant Superintendent W. M. Drew (right) presents "Turtle Club" membership to Guiseppe Baron-Toaldo (centre) along with Fred W. Ferris (left), Plant Safety Committee Chairman.

ALBERNI EMPLOYEE JOINS TURTLE CLUB

It still pays to work safely, Guiseppe Baron-Toaldo, of the company's Alberni Plywood Division, again proved this point for which he was afforded full fledged membership in the division's Turtle Club.

Guiseppe, a regular employee since 1956, was working in the Green End department, when a fourteen pound bucket dropped from the overhead conveyor return, 35 feet up. It hit the back brim of Guiseppe's hard hat and glanced off his neck. He suffered a 1¼ inch cut on his neck, but without the hard hat, the injury would probably have been fatal.

This incident is just one more proof of the benefits derived from observance of plant safety regulations and instructions.



Neatly packaged lumber on Alberni docks, part of a 5½ million feet shipment.

DEMOSTHENES SAILS WITH 5½ MILLION FEET OF LUMBER

Stevedores at Port Alberni recently completed an interesting shipment of lumber for overseas markets.

Early in May, S.S. Demosthenes sailed for Europe, her holds and decks loaded with a cargo of 5½ million feet of lumber, produced by the Somass and Alberni Pacific Divisions of MacMillan, Bloedel and Powell River.

The photos on this page show the neatly packaged lumber with its strong wire protective straps which was loaded at Alberni.

It was a special cargo. The entire shipment consisted of 1 inch board and 2 inch dimension lumber.

This Alberni shipment is a further example of the advantageous loading locations in all the major operations of the company. Deep sea ships tie up at handy wharves and lumber is shipped direct from the point of production to the overseas port of entry with a minimum of handling by highly experienced loading crews.

NEW FERRY SERVICE OPENS

On May 3, the "Island Princess", operated by Coast Ferries, initiated what is hoped will be a regular ferry service between Powell River and Comox. Representatives of civic, industrial and community organizations were invited and were met on arrival in Comox by Mr. Dan Campbell, M.L.A., for the Comox-Alberni riding.

The trip across the 25-mile stretch was made in slightly under two hours on the 25-car ferry. The Island Princess is an extremely "safe" travelling ship and is unlikely to be disturbed by adverse weather. The vessel has a very comfortable lounge with reclining chairs and a first class restaurant.

Undoubtedly many visitors travelling to and from Vancouver Island will utilize this new and

important transportation link. At present the schedule calls for two trips a week from Vancouver to Powell River to Comox and return.

Latest fares announced by the company calls for a \$5.50 charge for automobiles between Powell River and Comox and a \$2.50 fare for passengers.

It is expected that in the months ahead the new service will make possible wider contact between company plants in Alberni, Nanaimo, Chemainus and Powell River.

STEADY IMPROVEMENT IN SAFETY

Recent figures issued by the Workmen's Compensation Board reveal that the Somass plant of MacMillan, Bloedel and Powell River won the award for 1960 for the lowest accident frequency among shingle mills in the industry, with a rate of 6.49.

Simultaneously the Board stated accidents in British Columbia's forest products companies were the lowest in history in 1960. The average rate for all reporting firms was 42.25 injuries per million man hours worked, a drop of 7% from 1959.

Island Princess opens Powell River-Comox ferry service.





Back row (left to right): M. D. Thomson, Regina, Agricultural Engineer; G. R. McAthey, Calgary, Civil Engineer; J. A. Groombridge, Edmonton, Agricultural Engineer; J. C. McEachren, Toronto, Agricultural Engineer; A. R. Robertson, Vancouver, Special Promotion; C. G. Thomas, Vancouver, Special Promotion; S. S. Gray, London, Agricultural Engineer; A. I. Burla, Montreal, Civil Engineer; D. C. Leavitt, Toronto, Civil Engineer; J. A. Choiniere, Montreal, Agricultural Engineer. Seated (left to right): P. M. Bishop, Truro, Agricultural Engineer; R. F. Ford, Toronto, Eastern Canada Supervisor; G. C. Douglas, Vancouver, Manager, Wood Promotion Division; K. V. Jennings, Vancouver, Manager, Field Service Section; E. P. Hain, Winnipeg, Civil Engineer.

Field Service Engineers Bring Challenging Approach to Wood Products Sales

ON APRIL 14, Field Service Agricultural and Civil Engineers, employed by MacMillan, Bloedel and Powell River Limited in wood products sales, convened in Vancouver. The purpose was to bring themselves up to date on product knowledge and discuss new sales and promotional methods.

At this point the layman might be perfectly justified if he interjected: "Just a minute. Did you say Agricultural and Civil Engineers? I thought you people were in the business of producing and selling forest products. Just where do agricultural and civil engineers fit into that picture?"

A fair question, undoubtedly. And the answer provides a graphic picture of the company's modern sales technique and the comprehensive, streamlined service available to consumers of its products.

Today, MacMillan, Bloedel and Powell River Limited has built up an extensive and highly trained staff of Field Service representatives. As a section of the Wood Promotion Division, their responsibility is to gain widest acceptance of company products by developing sound new methods of construction, new end uses, and to advise and assist customers in correct employment of the wide range of wood products manufactured by the company.

Which brings us back to our graduates in Agricultural and Civil Engineering. Canada is a major producer of agricultural products. Thousands of new farm buildings and homes in which plywood and other types of lumber are largely used are constructed annually. This is a natural field for plywood and other wood products of which MacMillan, Bloedel and Powell River is Canada's

largest manufacturer. So, too, are the big urban and suburban construction and home building projects of a still pioneering and expanding nation.

A number of field engineers come from farming families. They have, therefore, the added advantages of a farm background and a specialized knowledge of the problems and needs of the farmer.

Similarly, his engineering training makes the field engineer eminently qualified to develop the residential and commercial construction markets for wood products.

This market development is accomplished through creative design on the drafting table followed up by personal contact with dealers, with contractors, with architects, with local building code authorities, and finally with consumers themselves. These contacts are supplemented by services such as supplying of blueprints, assistance in the erection of new building prototypes, and on-the-job advice to builders of all categories.

Briefly this explains the presence of agricultural and civil engineers on the company's payroll. These highly trained specialists have performed a valuable service in complementing the work of the regular sales staff. They have done much to introduce an atmosphere of mutual confidence and understanding between customer and consumer. They have brought to the business of wood products marketing a new and challenging approach.

These, then, were the representatives who gathered in Vancouver last April for a periodic "refresher" course in the latest production methods and marketing techniques.

Hon. Hugh Fleming Predicts

A Bright Future for Forest Industries

THE problems and operation of the forest products industry of Western Canada are fast becoming a matter of interest and concern to the Federal Government.

Initial evidence of this concern was dramatically demonstrated in February, 1961, when the Hon. Hugh Fleming was appointed Canada's first Minister of Forestry.

Last month, Mr. Fleming spent several days in British Columbia, discussing industry problems with forest products officials and visiting mill properties.

Discussing fire hazards, Mr. Fleming told representatives at the National Fire Research Conference that the Federal Government has decided on the use of army personnel and R.C.A.F. to supplement industry personnel in combating emergency fire situations.

Mr. Fleming, discussing market potentials, declared that his department was working closely with the Department of Trade and Commerce in assisting to sell Canadian forest products and that "new markets were developing."

In a recent address to the Canadian Wood Development Council in Ottawa, Mr. Fleming emphasized the necessity for co-operation and free and open exchange of ideas and techniques. "I consider it vital that the forest products and lumber industries should fully appreciate that they have the responsibility of assessing and applying the results of research undertaken by a government organization. Only by the formation of a partnership

Photo of group in Cathedral Grove (left to right): Hon. C. H. Witney, Minister of Mines and Natural Resources, Manitoba; J. S. Johanson, Company Official; Hon. Graham Crocker, Minister of Lands and Mines, New Brunswick; J. R. Nicholson, President, Council of Forest Industries of B.C.; Hon. Hugh Fleming, and J. O. Hemmingsen, Company General Manager of Logging.



Hon. Hugh Fleming, Minister of Forestry for Canada.

between the industries and government inspired research will maximum progress in the forest products field be realized."

The appointment of field representatives to visit sawmills and wood working plants across the nation is another forward step in government co-operation. These representatives will keep industry advised of technical advances and assist where possible in the solution of industrial problems.

"In keeping with the rapid growth of the population and the development of Canada," Mr. Fleming told the council, "it seems logical to anticipate a very appreciable increased demand for wood products. In line with this progress, the respective roles played by the C.W.D.C. and the Department of Forestry will assume even greater importance—the one in its promotional activities, and the other in its research endeavours. The co-operative effort of these organizations makes me very optimistic for a bright future for the forest industries."

There is little doubt that the appointment of a cabinet minister for forestry has stimulated government interest in and assistance to the industry; and injected a new feeling of optimism among producers. In Mr. Fleming, who has grown up with the tang of the forests in his nostrils, industry feels it has a strong and capable advocate.

It was a particular pleasure to members of MacMillan, Bloedel and Powell River that Mr. Fleming, on his trip to Vancouver Island, found time to visit company operations at Port Alberni and Cathedral Grove, the famous forest area donated to the Government of British Columbia by the company. Accompanied by provincial ministers, forest dignitaries and MacMillan, Bloedel and Powell River officials, he described it as "just marvellous and a forceful reminder of the value of forest preservation."





Paper Machine “Progressing on Schedule”

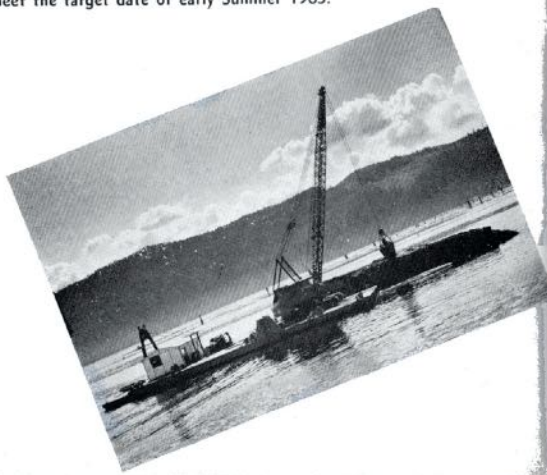
Top Left: Excavations for building to house new newsprint machine at Port Alberni are well under way. Building will be completed by Spring of 1962 and installation of the machine will start at that time.

Top Right: Foundations for addition to No. 3 Woodroom, required as part of the new machine expansion, are now complete and installation of equipment has started.

Bottom Left: Extension to Mill Stores building has now been completed and will provide adequate space for fast and efficient service for the expanded operations.

Bottom Right: Dredging for the extension to the wharf is now also completed and driving of piles to support the structure has started.

All phases of the new paper machine program and ancillary units are progressing on schedule and should be completed to meet the target date of early Summer 1963.



MACMILLAN, BLOEDEL AND POWELL RIVER LIMITED
VANCOUVER, B. C.

MEMORANDUM

TO: **Digester Readers**
FROM: **The Editor**
DATE: **May-June, 1961**
SUBJECT: **"For Service to Our Customers"**

In this issue something of the continuing policy of our Company in keeping all phases of its operations on an economical and competitive basis is emphasized in several articles.

Included in the \$21 million capital expenditures for the year (Pages 4, 5) are two typical examples.

Expenditures approximating \$1 million go to the purchase of 21 portable steel spars for our logging divisions. Introduced in the past four years, the steel spar is now replacing the old spar tree, so long a picturesque feature of western logging. In most areas the steel spar can be placed in a convenient location for logging. Time lost in hunting out suitable spar trees and in setting up rigging has been cut down from days to hours. The steel spar is one of the most important innovations in western logging during the past three decades.

The accelerated use of the self-dumping log carrier (Page 8) is shown by the purchase of a new \$800,000 log carrier, the largest and most efficient of its kind yet launched. The Company pioneered the self-dumping log carrier in 1954. It provides guarantees against weather delays; it can carry loads equal to or larger than the former log rafts. The carrier is now employed almost exclusively for long tows across open waters.

Another interesting experiment in transportation is noted on page 9, with the chartering of the "Stove Transport", the world's first crane equipped freighter. Frankly called an experiment by Company officials, it illustrates the intention of MacMillan, Bloedel and Powell River to provide first class, efficient service for its customers in all parts of the world.

These are not the major items in the large capital expenditures for 1961. But they illustrate clearly the determination to keep the Company in a competitive position and the willingness to assume risks in the interests of efficient and improved service.

In the field of personal service, the article on our Field Service representatives (Page 18) emphasizes the policy of complementing improvements in our mechanical and production facilities with a high standard of conscientious and specialized personal service.



Chips from the Company's Canadian White Pine Division on the Fraser River being unloaded on barges for transportation to the Harmac Pulp Division near Nanaimo. Chipping facilities in the sawmills have enabled greater utilization of logs and reduced waste to a minimum.

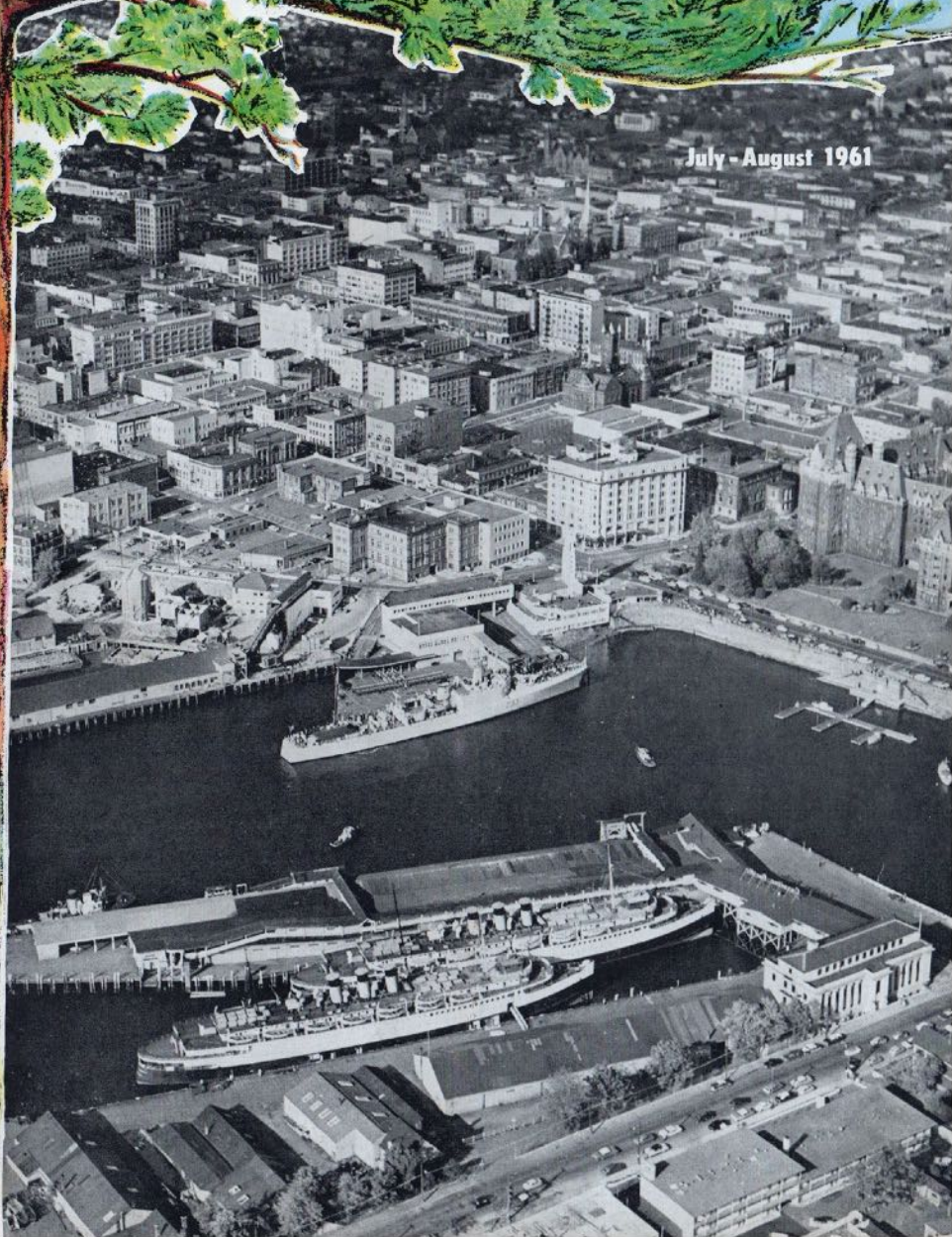
**MACMILLAN, BLOEDEL AND
POWELL RIVER LIMITED**

NEWSPRINT - PULP - CORRUGATED CONTAINERS - KRAFT PAPER
BAGS - SMALL ROLL SPECIALTIES - LUMBER - PLYWOOD - FLAKEBOARD
SHINGLES - DOORS - CHARCOAL BRIQUETTES - PRES-TO-LOGS
ROOFING - BUILDING MATERIALS - PAPERBOARDS AND PACKAGING

The DIGESTER

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J. A. Lundie, Editor

COVER

Victoria's famed, picturesque Inner Harbor, which brings water borne passengers and material direct to the heart of the city's commercial and tourist areas.

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John O.
Hemmingsen

John Hemmingsen Vice-President of Logging Operations

Ian Brand General Manager of Wood Products Production

A FURTHER step in the Company's overall re-organization and consolidation has been completed with the appointment of John O. Hemmingsen as Vice-President of Logging for MacMillan, Bloedel and Powell River. The appointment was announced on June 28 by President Ralph M. Shaw.

Mr. Hemmingsen brings to his new post an inheritance of logging tradition from his father and a quarter of a century of practical experience in logging operations in both eastern and western Canada.

Graduating as a forest engineer from the University of British Columbia in 1937, he has spent his entire working lifetime in the logging business. He first joined the Port Renfrew operation of his father, Matt Hemmingsen, a pioneer Vancouver Island logger. In 1947 he went east and spent four years with the Bowater Corporation in Newfoundland.

John returned to the Coast in 1951 to sign up with Bloedel, Stewart and Welch as salvage logging foreman. After the amalgamation of that company with H. R. MacMillan Export, he was appointed Manager of the Sproat Lake Division. He was successively promoted to Manager of Western Logging Operations (1956), General Manager of Logging (1958) and, on the amalgamation of MacMillan & Bloedel and Powell River Company, he retained the post of General Manager of Logging, Nanaimo headquarters. In February, 1961, he was appointed General Manager of all Company Logging Operations.

As Vice-President of Logging, he will be responsible for the extensive Company logging operations on Vancouver Island, the Lower Mainland and Queen Charlotte Islands. In addition he will supervise log supply and towing operations of the entire Company.

John Hemmingsen's overall responsibilities include supervision of 14 active logging divisions, producing 1¼ billion board feet of logs annually; the towing and newsprint transportation subsidiary,

Kingcome Navigation Company and the Log Supply and Poles & Piling Divisions.

He will report direct to Executive Vice-President Ernest G. Shorter and will maintain headquarters at Harmac (Nanaimo).

☆ ☆ ☆

The promotion of Mr. Ian S. Brand, formerly General Manager of Wood Products Production and Log Supply at Alberni, to General Manager, Wood Products Production for the Company was also announced.

Ian is a native born Canadian and joined H. R. MacMillan Export Company in November, 1933. Prior to enlisting in the overseas forces in 1942 he was largely connected with various sales divisions of the Company, including United Kingdom, South Africa and General Sales departments.

He served overseas with the Royal Canadian Artillery, was promoted to Captain, and prior to discharge he was a General Staff Officer with the 1st Canadian Divisional Headquarters.

After the war, Ian joined Alberni Pacific Lumber Company as Assistant to the Sales Manager. From 1947-1951 he was with B.C. Forest Products, latterly as Sales Manager of the Company's Hammond Division, and in 1951 went to

[Continued on page 20]



Ian S.
Brand



Recalled into service early in World War II, the sailing ship Vigilant, later City of Alberni, carried Company lumber shipments across the Pacific to Australia.

SHIPPING lumber for major ports of the world has occupied British Columbians for more than a hundred years. For the first sixty years, trade was centered in the Pacific basin, and documents of the time record increasing cargoes to "San Francisco, South America, Sydney, the Sandwich Islands, Shanghai and Hong Kong." Trade to the United Kingdom was limited by the great obstacle of circumnavigating most of the globe, although the sailing vessels of Queen Victoria's Navy found B.C.'s tall, strong Douglas fir timber ideally suited for ship's masts and spars.

The opening of the Panama Canal in 1914 turned the attention of the British Columbia lumber industry to broader horizons. This decisive project came at a time when the industry was beginning to emerge from its dependence on San Francisco shippers to market its output. In 1919, the H. R. MacMillan Export Co. Ltd. was formed for the purpose of merchandising British Columbia lumber throughout the world. At first the company undertook the chartering of a few ships on its own, and in 1924 the Canadian Transport Company Limited was formed as an independently operated subsidiary of the parent company.*

(*The parent company joined with Bloedel, Stewart and Welch Limited in 1951 to form MacMillan and Bloedel Limited and in 1960 amalgamated with Powell River Company Limited to form MacMillan, Bloedel and Powell River Limited.)

MacMillan, Bloedel and Powell River's
Marine Subsidiary

Canadian Transport Products and to World

THE OPERATIONS: A CHARTERING COMPANY

From the beginning, Canadian Transport operated with chartered ships—the number expanding or declining with the changing fortunes of the British Columbia export trade.

By 1936, the peak cargo year, a total of 150 sailings was made aggregating more than 1,000,000 tons of cargo. At this time Canadian Transport was probably world's largest chartering company.

The Second World War brought changes—some of them radical—in the composition of the company's fleet. One unexpected and romantic development was the purchase of a laid-up, wooden hulled sailing schooner, the "Vigilant", to assist in meeting the heavy demands made on the Allied merchant fleet. This ship, renamed the "City of Alberni", made two voyages across the Pacific to Australia without auxiliary power, carrying lumber outbound and sugar and copra from South Pacific islands on the return voyages. On a final voyage around Cape Horn for South Africa, storms proved too much for her ailing timbers and the ship returned to Valparaiso where the voyage was abandoned—the final close of the era of sailing ships carrying lumber in the Pacific.

The main effort during the war, however, was the job of keeping the Allied powers supplied with vital commodities. As the Canadian shipbuilding industry began to make its great contribution to the Allied cause, Canadian Transport undertook its share of the management of ships for the Canadian government. After the war, the company resumed normal commercial sailings, purchasing six war-built ships from the Canadian government, and bareboat chartering another four. These vessels operated successfully for a number of years, and were sold when post war shipbuilding made tonnage more freely available in the charter market.

The prototype of the modern general purpose cargo ship was developed about 1954, and Canadian Transport time-chartered fast and efficient carriers of this type for service on its basic trade routes. These ships, today numbering four, bear the Canadian Transport house flag and funnel (a green fir tree on a white background). Ranging in size from 12,500 to 13,500 deadweight tons, they are a familiar sight in B.C. and world ports.

Carries Forest Other Cargoes Marts

TRADE ROUTES: A CHANGING PATTERN

In the early years, as previously mentioned, a large proportion of the company's business was in the Pacific area, with over half going to the Orient and Australia. The United Kingdom, U.S. Atlantic, Eastern Canada and the Caribbean markets absorbed most of the other cargo handled from the Pacific Coast. The trade to the West Indies included, along with lumber, a substantial amount of general cargo in both directions and a regular service was maintained operating under the name "Vancouver-West Indies Line".

After the depression in the 1930's there were a number of changes. The U.S. Atlantic market virtually disappeared as an increase in U.S. tariffs stopped the importation of Canadian lumber and other products. However, the introduction of Imperial Preference stimulated a great increase in the export of B.C. lumber to the United Kingdom and other Commonwealth countries. The basis of operations to the United Kingdom became combination cargoes of lumber and grain. From 1936 to the Second World War this trade, with a proportion of general cargo, provided the company with more than 400,000 tons of cargo annually. A regular intercoastal service between British Columbia and Eastern Canada was established in 1933. Operated as the "Vancouver-St. Lawrence Line" this service handled a wide range of general cargo commodities, particularly on the westbound route.

The Second World War brought all commercial business to a halt. At the close of hostilities the readjustment from governmental buying to commercial trading was slow. Purchasing restrictions prevented the resumption of the "West Indies Line" service on a regular basis. The post war level of shipping costs reduced the competitive margin with the transcontinental railways and prevented the re-establishment of the "Vancouver-St. Lawrence Line". Business from B.C. to China ended with the revolution and volume business in lumber from B.C. to Japan did not develop until this year.

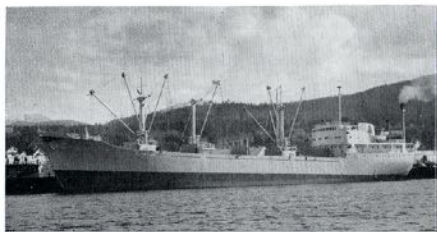
In post war years there has been a great expansion in lumber shipments to the U.S. Atlantic Coast. A notable development by the Company was the first shipment of "packaged lumber" to this market. The response of lumber buyers was very encouraging and all of our U.S. waterborne lumber shipments now move in "packaged" units. A bulk carrier type of ship has been taken on long term charter to develop the possibilities of special cargo gear for improving bulk unit handling efficiency.

Perhaps the development which has most greatly influenced the trading pattern of the Canadian Transport Company was the rapid and extensive postwar diversification of the British Columbia forest industry. A combination of a "sustained yield" forestry policy, new capital investment, and increased market demand allowed the forests of the B.C. coast to yield raw material not only for lumber but for a growing range of products; plywood, kraft pulp, a variety of kraft papers, newsprint, and a number of finished processed goods. Export markets in the United Kingdom and elsewhere were developed for these new products. With the greater range of export commodities, the composition of British Columbia cargoes and the character of Canadian Transport business changed. The requirements of volume shipment associated with lumber trading were supplemented by the service needs of a variety of exporters of semi-processed and manufactured goods.

The Canadian Transport Company now maintains a regular European service based on London and Avonmouth to assist in meeting these new shipping requirements.

Another outcome of the forest industry diversification is the large movement of newsprint to California ports. A number of special type ships are engaged in this trade, one of which is operated by Canadian Transport.

[Continued on page 20]



Modern newsprint carriers carry paper direct to California ports.

Mostyn is another of the fast, modern carriers chartered for pulp, paper and lumber products.



"PLUS TREE" BREEDERS

The Techniques of the Fruit Grower Are Applied to Modern Forest Genetics

of our province. The Plus Tree Board is a sub-committee of the Tree Farm Forestry Committee, a co-operative body composed of representatives of the B.C. Forest Service and the Coast Forest Industry. MacMillan, Bloedel and Powell River is one of the major companies represented.

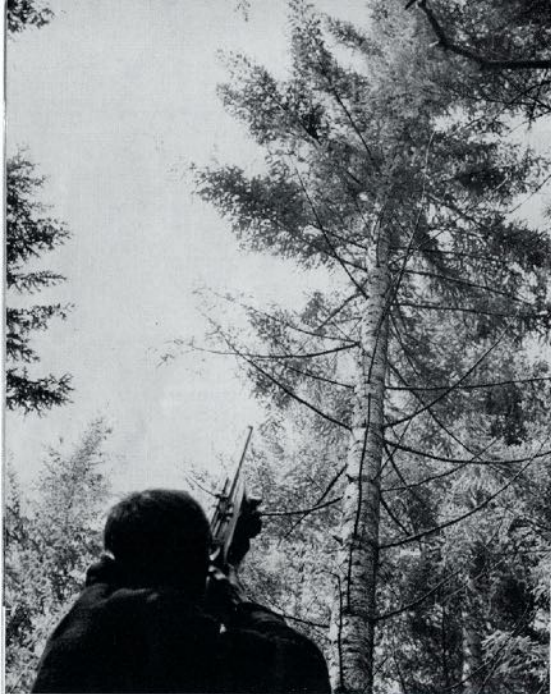
In their search for the Master Race Tree of the future, field men will follow the procedure which has proved successful in agricultural and horticultural crops. They will select the best parent stock and breed from it. Most of the trees are selected from second growth stands 50 to 150 years old where superior trees can be more readily located.

Since most forest trees do not produce seed during the first 10 or 15 years, the time element has always presented difficulties in efforts to improve the breed. To overcome this obstacle the board will employ techniques developed by the fruit growers. Twigs can be removed from selected fruit trees and grafted on root stocks. All the inherent qualities are conserved in these twigs which soon bear fruit. The same method can be applied to forest trees. The grafted twigs will produce cones and viable seed in a much shorter time than if left to nature's own efforts.

Seed orchards made up of sturdy seedlings to which cuttings from "plus trees" would be grafted, can be laid out like apple orchards yielding a large volume of superior seed stock to be harvested in the form of cones. This blue ribbon seed would then be sown in the nurseries to grow seedlings for reforestation.

What are the qualifications for a candidate in this exclusive Plus Tree Club? The Plus Tree Board lists the following as among the essentials for entry:

- (a) The tree must be taller and of larger diameter than trees of the same age immediately surrounding it, on similar soil.
- (b) It should have a straight stem, with no sweep, and little taper.
- (c) The crown should be wedge-shaped with a single leader.



"Plus Tree" engineers have to be handy with a rifle. Here, one of them shoots the limb off a "good" tree for grafting.

A NEW kind of huntsman is abroad in B.C.'s coastal forests today. His quarry is a tree and his trophy a twig. His ultimate reward, according to the recently established Plus Tree Board, will be an elite race of super trees, literally the "pick of the crop" in our commercial species.

Under the direction of the Board, a small army of field men from the forest industry and the B.C. Forest Service whose work takes them into the bush are now keeping their eyes peeled for particularly choice specimens of B.C. softwoods. These trees, the board plans, will become the progenitors of high grade commercial stands yielding more and better wood as a permanent contribution to our future forest economy.

The aim of the Plus Tree Board is to increase the volume and quality of trees to be cut from future stands. These trees must grow quickly and produce logs of clear straight grained wood.

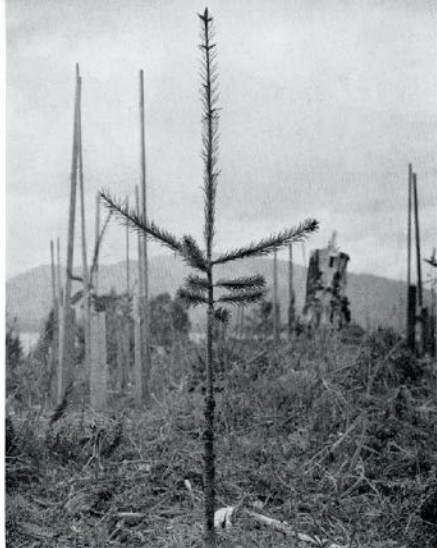
Who and what is the Plus Tree Board? It represents the united skills and training of the men responsible for the maintenance and perpetuity of the great softwood stands of British Columbia—on which depends the present and future prosperity

PLAN ELITE RACE OF *SUPER TREES*

- (d) The branches should be light, short and small in diameter. They should be as near horizontal as possible, and not persistent on the stem.
- (e) The tree should show no visible sign of damage by insects, disease, wind or frost.
- (f) There should be no indication of spiral grain or twist in the stem.
- (g) The tree must have produced cones.

Two basic objectives are suggested in the above outline. First, to produce a forest crop of uniformly high quality. Second, to cut down the growth cycle and enable the forest products industry of British Columbia with their already established "quality" wood to compete with the faster growing crops in other lands.

In addition to the cruising being carried out by the member companies on their own holdings, the Plus Tree Board organizes a Plus Tree week annually for the two-fold purpose of training field foresters in this work and cruising large areas for Plus Trees. The Board has held three such weeks to date, the last of which was conducted on MacMillan, Bloedel and Powell River lands in the Powell River area. Thirty-three foresters participated in this "Plus Tree Week".



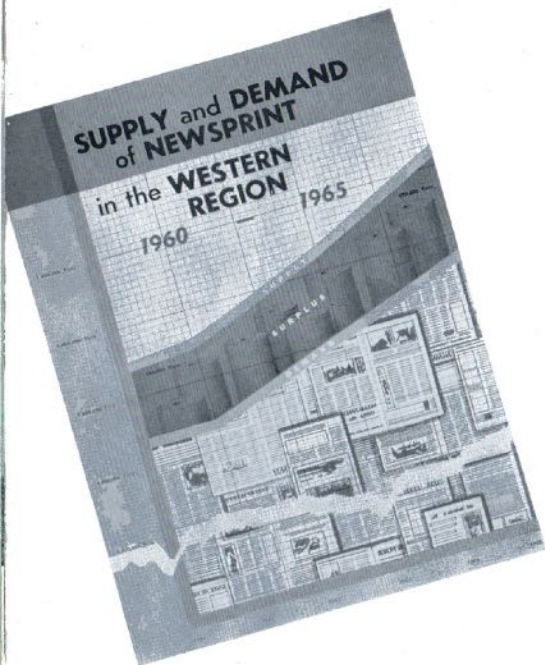
The scions after grafting are planted into a clone bank where they are allowed to grow. They are encouraged to produce cones and pollen so that progeny tests can be started. A selected tree can only be classified as an elite tree if its progeny are superior, otherwise it is culled. Note graft below lower limb.

The work is being watched with keenest interest in B.C. forest circles. If successful, and it seems logical that it will be, the impact on the future of the forest industry of the province will be tremendous.

From our customers' point of view, this work will ensure a continuance into the future of highest possible quality in wood products.

From these two pictures it is obvious that the characteristics of both parents have been transmitted to their offspring. The left shows a seedling from a tree of good form; the right from a poor tree.





Newsprint survey prepared by Powell River-Alberni Sales officials estimates surplus to 1965.

FOUR years ago Powell River-Alberni Sales Limited undertook a publishers' survey of the future demands for newsprint in the Western Region. Since that period the United States and Canada have passed through the recession of 1958 and now appear to be recovering from the slowed down business cycle of the past eighteen months.

In a recently issued brochure, Ralph M. Shaw, Chairman of Powell River-Alberni Sales Limited, summarizes the Company's estimates of the position of newsprint supply and demand in the Western Region over the next few years.

"By 1965," Mr. Shaw declared, "we estimate that there will be a surplus of approximately 270,000 tons of newsprint in the western area."

In the 1957 forecast it was estimated that in 1960 the Western Region demand would be 1,384,000 tons. This figure is 100,000 tons higher than what is now believed to be the actual 1960 newsprint consumption in the region. The available supply for 1960, which was estimated at this time, turned out to be 50,000 tons too low. This means that instead of a 33,000 ton surplus which was forecast, actual unused capacity amounted to 186,000 tons for 1960—productive

Powell River-Alberni Sales Analyze Newsprint Outlook For 1960-1965

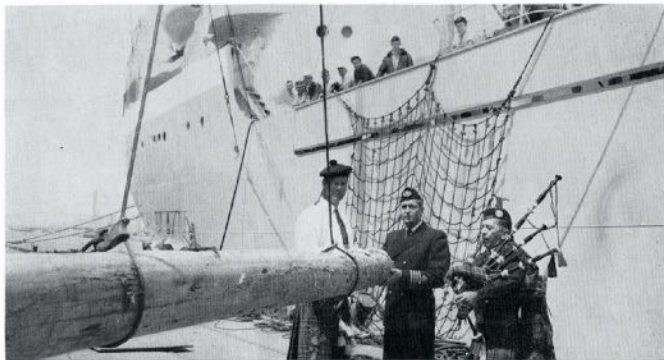
capacity of one and one-half modern newsprint machines.

From 1961 to 1965 it is expected that the upward movement of newsprint consumption in the Western Region will continue except for a slow-down in 1961. However, regional capacity will grow at an even faster rate during these years. Using only present capacities of producers and capacities of new mills or additions actually under construction, surplus capacity is expected to increase from 186,000 tons in 1960 to 270,000 tons in 1965. There are two other companies contemplating additional newsprint capacity. If either one of these should materialize before 1965, the surplus would then be 370,000 tons.

Mr. Shaw stated that the Company's estimates for the years 1962-1965 are based on an average increase of 5% annually. This rate of increase is higher than the overall estimate of 3% for North America, but it is expected that the higher rate of growth in the active Western Region will continue.

Table of Newsprint Supply and Demand, 1960-1965

(SHORT TONS)			
Year	Est. Demand	Est. Available Supply (From Table I)	Est. Over Supply
1960	1,284,000 (1)	1,470,000	186,000
1961	1,284,000 (2)	1,490,000	206,000
1962	1,348,000 (3)	1,570,000	222,000
1963	1,415,000 (3)	1,640,000	225,000
1964	1,485,000 (3)	1,740,000	255,000
1965	1,560,000 (3)	1,830,000	270,000



—Photo courtesy Long Beach Independent.
John Nichols of Canoga Park, California, and representative of the Highland Games committee inspect caber sent from Powell River. Capt. Per Petri of "Frances Salman" and Piper Ted Ferner of Braemar Highlanders assist as welcoming committee.

Did you ever try heaving a 19' log weighing 120 lbs. just for sport?
It's a favorite pastime at all Scottish athletic gatherings.

California Scots Toss B.C.-Grown Caber at Games

A FEW months ago a frantic teletype from a bewildered representative of Powell River-Alberni Sales Corporation in California reached our head office. It said:

"We have a request for a Caber, not quite sure what it is, but they want it for the United Scottish Societies Games in Santa Monica."

There was a temporary flurry in head office circles until things settled down and the "Macs" of the organization went into action.

A caber? Sure. Nothing to it. Only a question of finding a tree with the approximate dimensions and the right weight.

A week later the caber was hoisted on to the "Frances Salman" at Powell River, in port to load newsprint for Long Beach, California.

The Scots and those of Scottish persuasion in the MacMillan, Bloedel and Powell River organization were naturally pleased at this request. It only strengthened their belief that the Highland infiltration of the United States is proceeding with accelerated momentum.

Scottish tartan skirts and jackets, lawn bowling, curling and other clan customs have already crossed the border.

And now the caber! Aye, lads, 'twill be a braw day when "Tossing the Caber" vies with the four minute mile and the 100 yard dash in American track and field events.

For Tossing the Caber is the most outstanding

and popular of all events, wherever Highland clans foregather. At the world famous Highland Games in Braemar, the sprints and other races are pallid pygmies, overshadowed by the glory and prestige of the caber tossing contest.

Tossing the Caber is no task for the weak, the timid or the slow of foot. It is a trial that combines skill, balance, knack and strength. Such contests—caber, hammer throwing, shot put, the 56-lb. weight are favored on all Scottish sports agendas.

The caber is a tree or log, varying in length from 16 to 19½ feet, and weighing from 90-120 lbs. The famous Braemar Caber, the standard for the annual Highland Games, weighs 120 lbs. and is 19 feet 3 inches in length.

In this event, the contestant must pick up the big stick, balance it upright at the smaller end, carry it to a specified starting line and toss it so that it lands on the large end and turns completely over in a 180° arc. The caber **must** turn over—and the straightness of the throw rather than distance determines the winner. Only those who have seen caber tossing can appreciate the skill and dexterity—to say nothing of the brawn—required to balance a 19 foot stick and to heave it high enough for it to turn completely over.

In any case, the Scottish communities of our Company were happy to assist in providing their California clansmen with the required tool for a real Highland gathering.

Sunny Days and Clear Skies Welcome

Visiting Friends

FROM May onwards, the Lower Mainland of British Columbia has enjoyed an almost uninterrupted period of warm days and sunny skies. It has been good "visiting weather" and a large number of old friends and new have enjoyed trips to Powell River, Alberni and other areas of Company operations.

Rainbow Lodge, on Powell Lake, was privileged to host representatives of many publishing houses, who found the air good and the fishing fair. Many others enjoyed the unparalleled scenic beauties of Cameron and Sproat Lakes on their trips to Alberni—where the big fish are just starting to run.

Left to right: Mrs. Caswell; Mr. Paul Caswell, Salinas, Calif.; Mr. E. R. Lovett, Sec.-Treas., Peninsula Newspapers Inc., Palo Alto, Calif.; Mrs. Lovett.



Left to right: H. Kelsey; W. T. Kelly; W. Thilges; Geo. Hiesters; D. A. Rodewald; A. L. Brock, all of Seattle P.I.



Left to right, back: Mr. and Mrs. George Rhoden, Salem, O.; Mr. G. Knapp, Pres., Knapp Printing Co., Salem, and Mrs. Knapp; E. A. Brown, Pub., Capital Journal, Salem, and Mrs. Brown. Front: Mrs. R. E. Brown and two sons.

Mr. and Mrs. Davidson; Mrs. Hines; Mr. Harold Hines, Bus. Mgr., Independent Press Telegram, Los Angeles, Calif.



Left to right: Mr. H. Christen; Miss Vera Webb; Mr. H. J. Budde, President, Budde Publications, San Francisco, Calif., and Mrs. Budde.



Left to right, back: Mr. C. Drury, Adv. Mgr., Garden Grove News, Garden Grove, Calif.; Mrs. Drury; Mrs. Hughes; Mrs. Don Lanpher; Mr. Don Lanpher, Editor, West Valley News, Roseda, Calif. Front: Mike and Mary Drury.



Mr. Paul Jacquot, Las Vegas; Mrs. Jacquot; Mr. Louis Muratore, Mech. Supt., Las Vegas Review Journal; Mrs. Muratore.



Mr. R. Johnson, Mgr. Seattle Div., Blake, Moffitt & Towne; Mrs. Johnson; Mrs. P. C. Macdonald; Mr. P. C. Macdonald, Vice-Pres., Blake, Moffitt & Towne, Portland; Mr. A. A. Mitchell, Imperial Oil, New Westminster; Mrs. Mitchell; Mr. M. E. Stevenson, Mgr., New Westminster Columbian; Mrs. Stevenson.



Left to right, back: W. A. Heerwald, Seattle, Mgr. United Press Int.; E. S. Planta, Gen. Mgr., Perkins Press, Tacoma; W. Fowler, Bellingham Herald; Ben Seifrit, Bellingham Herald, Bellingham, Wash. Front: Mrs. Heerwald; Mrs. Planta; Mrs. Fowler; Mrs. Seifrit.



Left to right: Mr. F. E. Howard, Oakland, Calif.; Mrs. Howard; Mrs. C. F. Sells, Jr.; Mr. C. F. Sells, Jr., Fresno; Mrs. Knox; Mr. P. M. Knox, Lithograph Sales Corp., San Leandro, Calif.



Left to right: Mr. L. M. Persons, Mgr., Dixon Press, Salt Lake; Mrs. Persons; Mr. R. D. Jones, Vancouver, Wash.; Mrs. Jones; Mrs. Grove; Mr. W. C. Grove, Gen. Mgr., KFBC-TV, Cheyenne, Wyo.; Mr. Harry Smith, "Hitching Post", Cheyenne; Mrs. Smith; Mr. Robert McCracken, Pub., Cheyenne Newspaper; Mrs. McCracken.



Mr. D. W. Nulle, Pacific Neo Gravure; Mrs. Nulle; Mr. R. Staib, Credit Mgr., Blake, Moffitt & Towne, Los Angeles; Mrs. Staib; Mrs. Quiram; Mr. W. Quiram, Adv. Mgr., Sears Roebuck, and two daughters.

Victoria...

DIGNITY, CHARM, TRADITION
CAPITAL CITY'S



Aerial view of Victoria, Capital City of British Columbia, Canada, showing H.M.C.S. "Fraser" entering the city's famous Inner Harbour. Parliament Buildings are located in centre of picture. This harbour is visited yearly by yachts from all parts of the world.

BRITISH COLUMBIA'S provincial capital, Victoria, is probably one of the best known cities on the continent. The imaginative slogan "Follow the Birds to Victoria", conjured up many years ago by an enterprising tourist bureau, is prominently displayed from the Canadian to the Mexican borders. And over the years hundreds of thousands of visitors from all parts of the world have followed the birds across the Gulf of Georgia. Almost without exception they have liked what they saw.

For there is a charm and a distinction about Victoria that is probably only equalled in the cities

of Quebec and New Orleans on this continent. Thousands of tourists throng its streets annually and find in the restful, unhurried atmosphere, in the solidly British background of its customs and institutions, the ideal spot for a relaxing and interesting vacation.

Victoria, wisely, has refrained from slavish emulation of the boisterous and ultra modern attractions of the average Canadian or American city. She has never tried to build a better mousetrap or a taller skyscraper. She has kept as her basic charm what she has—dignity, beauty, an old



Spanking breezes of the Gulf of Georgia make sailing a popular pastime.

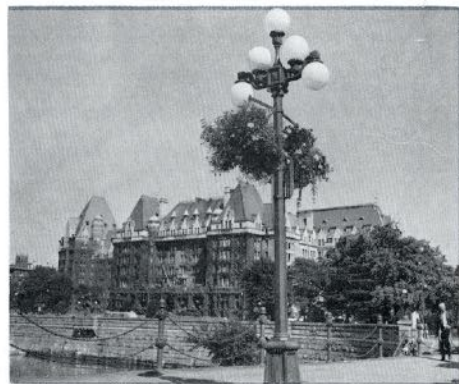
COMBINE IN THE UNIQUE APPEAL

worldliness that contrasts vividly with the ever-growing "hot dog" atmosphere of our big cities.

Here is the world famous Empress Hotel, with its heavy oak rafters, its ivied walls and picturesque gardens, overlooking the beautiful inner harbour. Here, too, are the wonderful Butchart Gardens, with their sunken terraces—an attraction to visitors the world over.

Victoria is a garden city. Its outskirts resemble a typical Hampshire or Surrey countryside, with flourishing hedges and imposing Tudor or Colonial homes prolonging the illusion.

The atmosphere of friendly and informal living is everywhere. There is a Dickensian air about the



Victoria's flower-decked lamp posts provide a picturesque foreground for the city's ivy-covered Empress Hotel.

streets and shops of Victoria. Off the main street the visitor finds himself strolling (they don't stride in Victoria) past fascinating antique shops, abounding in curios and knickknacks from every corner

of the globe. The china shop is in evidence on all sides, for Victoria's reputation as the home of chinaware is international. And here too are the cozy and attractive little tea shops, where crumpets and muffins replace the doughnut and the toasted bun.

The rich historical lore of the city, with its traditions of the sea and the Royal Navy and its place in the early days of discovery and colonial settlement has been preserved in numerous museums and private and public buildings.

While Victoria has retained its unique tradition and charm, it has made one important concession to the modern world. In recent years it has expanded its accommodation and facilities to meet the ever expanding swarms of tourists who throng its streets in the summer months. New hotels and hotel-motels have sprung up. Its motels are among the most attractive and modern in the country and all are located close to the many attractions of the city.

MAIN HOTELS AND MOTELS

In addition to the Empress Hotel, with its unique setting and unsurpassed service, and other well known hotels like the Oak Bay Beach Hotel, with its distinctive atmosphere and picturesque location, the Dominion, Strathcona, Douglas, with



Victoria's Oak Bay Golf Course. Here, a "Princess" ferry slides past on her way to port. Snow-capped mountains of the Olympic Range in Northwest Washington in background.

their long established reputations for first class service and friendly atmosphere, the new structures assure the visitor of a wide choice in accommodation.

The ultra-modern Ingraham, Doric, Tally-Ho and Imperial Hotels on Douglas Street compare in decor, service and luxury with the best on the Pacific Coast. The visitor has a wide selection of fine motels, close to the city shopping centre, in natural scenic spots overlooking the waters of the Gorge or set in the scores of attractive and restful areas for which the city is justly famous.

Establishments such as the Embassy, Crest,

[Continued on page 20



With scores of small ships as escorts and with thousands watching from shore vantage points, Canberra catches her first glimpse of Vancouver Harbour.

100,000 View 45,000-Ton Canberra on Her Maiden Voyage

Pride of the P. & O.-Orient Fleet Enters Lions Gate

LAST February the 42,000 ton Oriana, at that time the latest of the modern passenger ships of the P. & O.-Orient Lines, sailed majestically into Vancouver harbour on her maiden voyage.

On July 17 over 100,000 spectators jammed every vantage point on the city's waterfront to watch yet another of this line's great ships, the 45,000 ton Canberra, sailed through the Narrows on her maiden voyage to the ports of the world.

Canberra, named after the Australian federal capital, has the largest passenger capacity of any liner now afloat, with accommodation for 2,238, with 814 cabins. She has been colourfully, but truthfully described as "a floating furniture and fixture fashion show—ahead of her time in naval architecture." It can be said of Canberra, as of her predecessors, that she lives up to the high traditions of service, comfort and design that are associated with the ships of the P. & O.-Orient Lines. The new liner carries a crew of 1,000 officers and men. She has 305 cabins for first class passengers, 509 for tourist, with cargo space of 150,000 cubic feet and storage for 50 to 100 automobiles.

Costing \$42 million, Canberra is propelled by two double unit synchronous electric motors of 42,500 horsepower each, powered by twin steam turbo-alternator electric generators. Her service speed is 27½ knots.

The big liner has an overall length of 818 feet 3 inches, a beam of 102 feet, with a draught when loaded of 32 feet 6 inches. Her keel was laid on September 23, 1957, at Harland & Wolfe's Belfast yards. She was launched on March 16, 1960, by Dame Pattie Menzies, G.B.E., wife of the Prime Minister of Australia.

The basic design of the vessel, with her engine

room and twin funnels aft, has excited the interest and curiosity of Vancouver's large group of ship lovers. Her novel design leaves the entire upper deck free for passenger recreation. Throughout the interior many appointments have departed from the traditional in keeping with the advanced design of Canberra.

Another feature is the big shopping centre (the largest afloat), built around a foyer 130 feet long and 70 feet wide. All varieties of merchandise are available with ladies' hairdressing salon and beauty parlour, barber shop, post office, travel bureau and bank.

Today she is the fifth largest liner in service. Her gross tonnage of 45,270 tons is exceeded only by Queen Elizabeth (83,673), Queen Mary (81,237),

[Continued on page 20

Canberra is eased into her berth at Vancouver. Inset—Sir Donald Anderson, Chairman of the line.



Before Canberra and Her Earliest
Predecessors Were Designed

She Pioneered Steam Navigation on the Pacific

OF ALL the ships to ply the waters of the Pacific Coast during the days when history was in the making, none has a more romantic or historic background than the old S.S. "Beaver".

One hundred and twenty-seven years ago the "Beaver" was built at Blackwall, London, for the Hudson's Bay Company service on the Pacific Coast. These were the days, long before the Oregon Boundary dispute disturbed the statesmen of Canada and the United States, and the cry of "54-40 or fight" had not yet ruffled the temper of our respective diplomats. Those, too, were the days when the Hudson's Bay Company ruled in the west, and when Oregon and Washington, as well as British Columbia, were controlled by the hardy governors of this famous fur-trading corporation.

The Beaver was intended for the Pacific trade,

Prospect Point as it appears today, with Lions Gate Bridge in background. Two paper barges from Powell River are passing under the bridge.



In contrast to Canberra, latest ship on the Pacific, is S.S. Beaver, first steamship to ply the Pacific. She was wrecked on Prospect Point, only a short distance from the locale shown on opposite page.

and when, in 1834, she rounded Cape Horn, she was the first steam vessel to ever disturb the placid waters of the Pacific Ocean. To insure protection, perhaps to increase her bargaining power with the Indians of the west, the Beaver resembled a miniature man-of-war. She mounted six guns and carried a complement of 26 men. The trip from London to Fort Vancouver near Portland, Oregon, was made by sail. The engine was carried in the hold and set up after the arrival on the coast.

For over half a century the stout little Beaver plied up and down the Pacific Coast. For forty years she served the Hudson's Bay Company, carrying furs and merchandise up the Columbia, Fraser and other waterways of the west. In 1875 she was sold to Stafford, Saunders, Morton & Company, of Victoria, and refitted as a tug. She operated faithfully for her new owners until 1888, when, under the command of Captain George Marchant, she was wrecked on Siwash Rock, at Prospect Point, the entrance to Vancouver harbor.

The wreck of the Beaver is legend among the pioneers of Vancouver. For four years the hull rested on Siwash Rock, and the favorite week-end sport in Vancouver's gay nineties was a horse and buggy ride to view the remains of the historic old sidewheeler, the first steamship to ever pass through the Narrows and on into Burrard Inlet. Souvenir hunters haunted the scene—a walking stick, a table, a chair made from the Beaver was found in almost every household. No pioneer worthy of the name will ever admit that he hasn't a souvenir of the Beaver in his possession, or at least had one before he lost it.

On June 26, 1892, the swells from a passing steamer washed the souvenir-weakened frame from the rock, and the old craft returned to the waters over which she had previously navigated for more than half a century.



The modern offices of the Ogden Standard-Examiner blend artistically into the background of the city's former armories.

Standard-Examiner Introduced a New Look in Newspaper Architecture When . . .

They Converted an Armory Into a Newspaper Office

STEADILY mounting circulations have stimulated movements to new and modern quarters by many of Utah's leading dailies.

A unique and dramatic move in this direction has just been completed by the Ogden (Utah) Standard-Examiner. The publication has converted Ogden's National Guard Armory into its present 36,000 sq. ft. building which provides a fascinating new look in newspaper offices.

It is an idea that could well be contagious. Armories, stoutly built and time resisting, are in reality gigantic shells which readily lend themselves to conversion and modernization.

The Ogden publisher, Mr. A. L. Glasmann, and Editor Joseph F. Breeze, saw these possibilities, and a few deft, modern exterior touches (see illustration) here and there converted the stout armory building into an exceedingly attractive and appealing structure. The new Ogden home retains all the solidity and strength of the dignified military edifice. But its rugged military outlines have been softened; square corners, right angles and horizontals have, by imaginative architectural skills, been absorbed into the more flowing, elastic lines favored in current building techniques. The best features of the military requirements—strength, durability, dignity—have been preserved behind the attractive and "different" modern facade, unveiled to the people of Ogden.

The success of the Ogden Armory experiment has aroused wide-spread interest in the Intermountain Area and even in states farther afield.

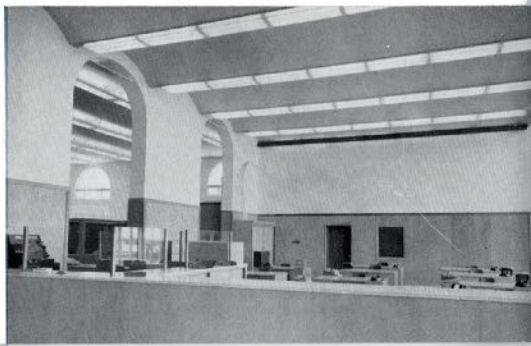
Armories, with their wide expanse of parade ground space make of internal conversion a simple task. A minimum of dismantling or alteration is required. The wide open uncluttered level parade floor is available for almost immediate construction of offices or the installation of presses.

Ogden's modernized armorial design is considered as one of the most attractive newspaper offices in the Intermountain West. Instead of the former crowded two-storied structure, the new plant is all on one level and under one roof. It is sound-proof, has fluorescent lighting, is air-conditioned and equipped with employees' restaurant and other staff facilities.

The entire cost of the conversion project was \$330,000 and it involved the joining together of the former National Guard Armory and the large armory garage, into the present 36,000 sq. ft. area.

The front, with its 18 ft. high, 52 ft. wide glass and aluminum colonnade facade, presents an impressive appearance. Internally no effort has been spared to produce an efficient, well-planned plant in an ideal working environment. A distinctive feature is the quietness of operation. Teletype and telephoto machines are housed in a sound-

It doesn't look much like an armory now. The flowing lines of the newspaper's main office are ultra modern in conception.



IN JAPAN...

They Mine Cedar From the Lava Beds



Japanese Cedar, Harvested From Lava Covered Forested Areas

Yields High Grade Finishing and Decorative Wood



Editor's Note:

In recent issues we have emphasized something of the long lasting qualities of wood. We illustrated, as one example, the find near Vancouver of trees buried during the ice age which were still sound and usable.

In this article, we are indebted to Arthur Kaufman of Hill and Knowlton, Inc., New York, for the story of mining cedar in Japan. The article is reprinted by courtesy of Japan Times of Tokyo:

SUGI (cryptomeria) or Japanese cedar is one of Japan's native trees seen all over the country, growing to a height of approximately 60 feet. Cedar has been widely used since ancient days as building and finishing material and for utensil manufacturing.

Japan is a volcanic land and eruptions have been regular events in many districts over the centuries. The hot lava, pouring out of volcanoes, has covered large areas of cedar and other forested areas. Buried under the lava and ashes for many centuries, the trees have undergone a process of carbonization.

When the semi-carbonized cedar is mined after long burial, it is found to be of hard texture. Finished, it is a truly beautiful wood, bluish black

in color. This buried cedar is called jindai-sugi (prehistoric cedar) and is in wide use for decorative purposes in houses and in the making of boxes, book cases, and ceiling boards for specially finished salons.

It is found principally in Izu Peninsula, Hakone, the Tamba district of Kyoto and Fukui Prefecture. As its rarity increases, its value has risen correspondingly and brings high prices on the Japanese market.

There is another kind of buried wood called "Umoregi" or fossil wood which is more highly carbonized than cedar. In some instances, probably due to longer carbonization, the cedars have turned into fossil wood. This species is dark brown in color and clearly shows the wood grain.

Fossil wood is used to make various small articles for souvenirs or for collector's items. Sendai in the northeastern part of the country is famous for articles made with this material. But the supply is also becoming very limited.

Many visitors to Japan have commented on the beauty and durability of the cedar—a fact that has long been established in our own country.

proof glass enclosed room. In the business office the accounting machines are similarly enclosed. The relief to "creative" personnel from these monstrous disturbers of the peace is another advantage.

The press room with its new six-unit Goss unitubular press has been joined by the older Goss four-unit installation and raises capacity to 40 pages. This room has a special system of exhausting air through the press pits by forcing a large volume of air downward from the ceiling. This was designed to improve cleanliness and control ink mist more effectively.

In every department—composing room, stereotype, advertising—comfort and utility have been combined. An additional feature of the interior layout is the modern fireproof building of 6,000 sq. ft., used for newsprint storage, located only 22 feet away. Ample space for anticipated future expansion is available.

Many newspapermen have inspected the plant as have many student groups and interested citizens. At the official opening in June, thousands



Mr. A. Glasmann, Publisher



Mr. Joseph Breeze, Editor

toured the premises to view, some with disbelief, the transformation of the former armory, into one of the Intermountain Area's most modern, stylish and efficient newspaper buildings.

Around Our Communities

NEW CIVIC CENTRE PLANNED FOR PORT ALBERNI



MacMillan, Bloedel and Powell River Executive Vice-President Ernest G. Shorter presents Company cheque for \$35,000.00 to Mayor L. K. Jordon of Port Alberni for new Civic Center. In group (left to right) are Alderman Wm. Gaddard, Vice-President of Civic Center Association; Mr. E. G. Shorter; Mayor Jordon; Alderman J. R. Dalton, President Civic Center Association.

Residents of Port Alberni are initiating a drive for a new Civic Centre and Arena, with a \$325,000 objective as their goal.

To assist residents and to provide a strong initial impulse to community efforts, MacMillan, Bloedel and Powell River donated \$35,000 to the fund.

In presenting the Company's cheque to Mayor L. K. Jordon, Executive Vice-President Ernest G. Shorter said: "We feel sure that this new centre will be an asset to the community and, as such, it deserves the support of all ranks, residents, business, civic and industrial organizations. On behalf of my Company, I wish to congratulate your Association on their initiative in sponsoring this campaign, and to wish you every success in your efforts."

NEW SAFETY BOARD FOR POWELL RIVER

Powell River Division's new Safety Board, set permanently at the mill entrance, has aroused favorable comment from all sections of the community.

Surmounted by a clock, the new board, featuring "Safety Time", is now the official time piece for the mill. Employees entering the plant automatically set their watches by the Safety Clock and in so doing carry safety as their first thought on the way to their department.

The board has been stripped of all confusing non-essentials. Standing out in bold relief are the big colored numbers, noting the safe days and the number of man hours worked without an accident.

New, simplified Safety Board at entrance to Powell River Plant.
The record ran to over one million man hours.

IT'S ALWAYS  SAFETY TIME

TODAY IS OUR

83RD

ACCIDENT FREE DAY

SAFE MAN-HOURS TO DATE

927714

DEPARTMENTS WITH ACCIDENTS THIS MONTH



Miss Powell River—Loraine Smyth.

ALBERNI, POWELL RIVER SPONSOR

P.N.E. Queen Candidates



Miss Alberni—Gunhild Hanson.

COMMUNITIES SPONSOR QUEENS FOR P.N.E.

The annual Pacific National Exhibition Queen Contest finds strong support in MacMillan, Bloedel and Powell River community areas.

This year both Alberni and Powell River have selected their queens and they will compete with other girls from widely spaced B.C. communities for the honor of becoming Miss P.N.E. for 1961-1962—an honor that could ultimately extend to Miss Canada and beyond.

Miss Powell River is Loraine Smyth, selected from a group of eight contestants. She entered the competition as a representative of Job's Daughters.

Alberni selected Gunhild Hansen as the city's bid for queenly honors. Sponsored by the Gyro Club of the Albernis, she was chosen at a ball put on by Port Alberni and District Chamber of Commerce.

Both girls will journey to Vancouver for the final judging this month.

SOMASS SHINGLE MILL WINS TWO SAFETY AWARDS

At a special dinner held on May 27, the 86 man crew of the Somass Shingle Mill of MacMillan, Bloedel and Powell River Limited won two awards for its outstanding safety achievement during 1960.

Awards were presented by Mr. Art Francis, Senior Safety Supervisor of the Workmen's Compensation Board and Mr. W. M. "Scotty" Allison, Safety Supervisor of the Consolidated Red Cedar Shingle Association, and a Director of the National Safety Council. Both awards were received on behalf of the crew by Bill Anderson, a member of the Plant Safety Committee.

First award was the "Meritorious Safety Award" presented by the Workmen's Compensation Board for the year 1960. Second award was the Second Place Award—Wood Shingles Division—Wood Products Section Contest by the National Safety Council, which was open to all wood shingle mills in North America.

THE BAND WINS AGAIN

Nanaimo, focal point for much of MacMillan, Bloedel and Powell River's wood and logging operations, held their annual Highland Games on July 8.

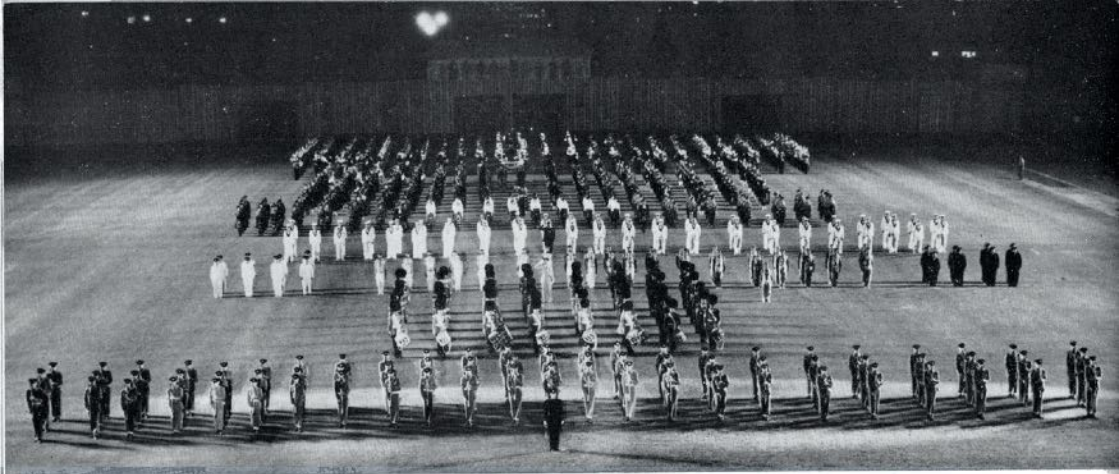
MacMillan, Bloedel and Powell River's Pipe Band carried off major honors in both piping and drumming for the second consecutive year. The band also was a major attraction at the spectacular Tattoo held in Vancouver from July 14-22, (see page 18) and again repeated their win of top place at the Annual Caledonian Games, also held in Vancouver on Saturday, July 22.

MANY EMPLOYEES ENTER SUN FISHING DERBY

On Sunday, August 20, close to 20,000 fishing enthusiasts took part in the Vancouver Sun's annual Fishing Derby. Scores of employees and residents from Alberni, Powell River, Harmac and other centres of Company operations packed their boats on top of cars and headed down the coast road or to the Nanaimo-Vancouver ferry berths for a week-end of sport. Wherever you find fish derbies there is sure to be an Alberni or Powell River representative in the crowd.

Mr. Art Francis presents Safety Award to Bill Anderson, of Somass Mill's Plant Safety Committee.





Giant searchlights stabbing through the dark of Empire Stadium reflect the colourful uniforms and tartans of famous regiments and the military precision of the Last Post ceremony.

Thousands View Spectacular

HIGHLIGHTING British Columbia's summer pageants in July was the great Military Tattoo which attracted thousands of residents and visitors nightly over a ten-day period.

Organized by Brigadier General Alistair McLean, who directs the world famous Edinburgh Tattoo, the Vancouver pageant lived up to every expectation.

No one could have viewed this magnificent spectacle without a quickening of the pulses. The sea-green oval of Empire Stadium was a blaze of light and color as the representatives of Britain and Canada's famous regiments marched and counter-marched before applauding spectators.

From the United Kingdom came the glamorous mounted trumpeters of the Household Cavalry (the Scots Greys) using the superbly trained mounts of

Mounted Trumpeters of Her Majesty's Household Cavalry (The "Blues") opened the Tattoo with a ceremonial fanfare.



Searchlight Tattoo

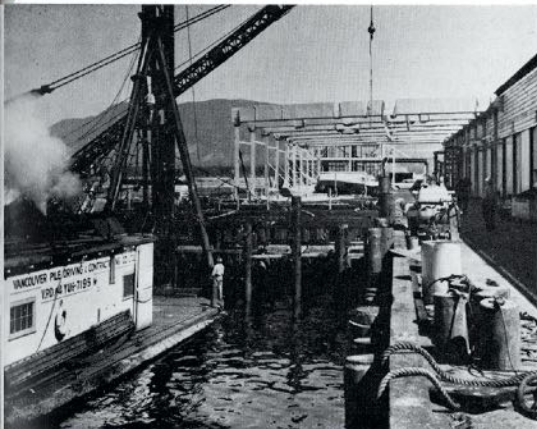
the Royal Canadian Mounted Police, brought in from Regina. There too were the massed bands including the famous Guards Brigade—Coldstreamers, Grenadiers, the Scots, Irish and Welsh Guards. And those popular crowd thrillers—the thirty-odd members of the Royal Air Force physical training school in Wales, whose perfectly co-ordinated acrobatics drew thunders of applause.

Practically all the great "name" regiments of Canada had their representatives on the field. The band of the Princess Patricia's Canadian Light Infantry in their colorful uniforms competed with the rhythmical precision of the highly trained naval units from Esquimalt.

The massed pipe bands, wearing the tartan kilts of Canada's proud fighting regiments thrilled audiences. In the group were the Royal Highlanders, the mighty 48th Highlanders from Toronto, the Lorne Scots, the fighting Seaforths of Vancouver, and many others.

In this group of Canada's outstanding pipe bands the Western Championship band of MacMillan, Bloedel and Powell River were prominent. They were specially invited to participate with the military bands—and were the only industrial band in Canada selected.

The military tattoo has long thrilled and delighted audiences in Edinburgh, Aldershot and other areas of the United Kingdom. It has found a place in the hearts of Canadians.



CONSTRUCTION PROCEEDS ON SCHEDULE

NEW paper machine construction is right on schedule. That is the current engineering report from the Alberni site.

Wood room equipment is now being installed on contract; and engineers estimate this section will be in operation by the middle of December.

Sole plates for the machine and some framing have been cast and piling for the paper machine room foundations is now completed. Bids have been issued for tenders on the machine room and groundwood mill buildings; and extension of wharfage facilities is proceeding as planned.

Extension of wharfage facilities is included in the Alberni expansion project, and is now well advanced.

One of Industry's Largest Electrical Drives for New Paper Machine

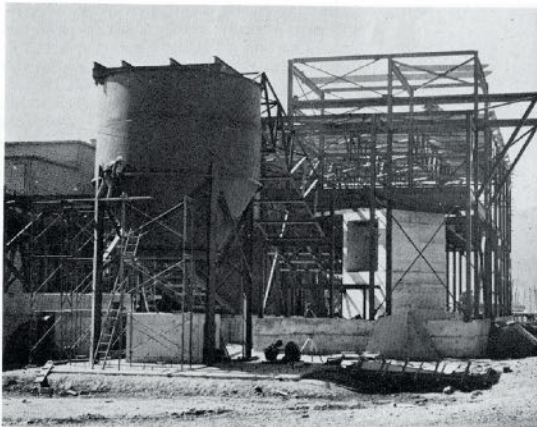
NEW DRIVE DESIGNED FOR SPEEDS UP TO 3,000 FT. A MINUTE

THE electrical drive on MacMillan, Bloedel and Powell River's Alberni newsprint machine will be one of the largest to be installed in the industry, according to Canadian General Electric technicians, whose company has been awarded the contract to build the drive.

The order involves an expenditure of approximately \$500,000 and Canadian General Electric will manufacture equipment totalling 6,400 horsepower of direct current motors to drive the 11-section newsprint machine at speeds up to 3,000 feet per minute.

An additional capacity of approximately 140,000 tons of newsprint annually will be available in 1963 from this new machine which will form a sheet of newsprint approximately 26 feet wide. This unit is the third newsprint machine installed at Alberni and the twelfth to be installed in the overall Company operations.

Chip silo (below) and the framework of the wood room are proceeding on schedule.



NEW APPOINTMENTS — (Continued from page 1)

Bloedel, Stewart & Welch as Sales Manager of the Lumber Division. From 1951-1953 he was Sales Manager of MacMillan & Bloedel's Somass Division and from 1953-1956 Manager of the Alberni Plywood Division of the Company.

Since that time he has served successively as Manager, Sprout Lake Division; Manager of Sawmills, Western District; General Manager of Western District Operations; General Manager of Western District Converting Plants; and now General Manager of Wood Products Production.

Ian brings to his new post a well rounded back-

ground of Company operations. He will report to Mr. E. G. Shorter and will maintain his headquarters at Somass Division, Port Alberni.

Other appointments announced include Harold D. Dagg as General Manager, Plywood Production and Wood Products Development; J. R. Forrest, Manager, Mainland Sawmills; B. P. Page, Manager Port Alberni Sawmills; C. T. Robertson, Manager Chemainus Division; J. E. Young, Manager Alberni Plywood Division; G. H. Clarke, Manager Sawmill Development; and A. G. Pare, Production Manager Canadian White Pine Division.

CANADIAN TRANSPORT — (Continued from page 3)

In addition to British Columbia exports the Canadian Transport Company handles a wide variety of cargo on intermediate and return voyages of their time chartered ships. The commodity range has included motorcars, coal, grain, ores, chemicals, salt, sugar, sulphur, paper and general cargo. Homeward cargo has averaged more than 100,000 tons annually over the last 10 years.

VICTORIA — (Continued from page 11)

Thunderbird motels, adjacent to the Parliament Buildings and a stone's throw from the heart of the city provide every facility—swimming pools, ample parking areas and unsurpassed view. To the visitor preferring a relaxed atmosphere with good fishing and boating Victoria offers, among many others, accommodation represented in the Bel Isle Motel, Brig O' Doon Bungalow Court, Redwood Park Motel, Royal Victorian Motor Hotel, Victoria Auto Court.

Victoria's dining facilities are wide and varied and have a charm all their own from the grandeur and dignity of the Empress to the scores of quaint and delightful tea shops, where courtesy and informality vie with the muffins and jam in popularity. There is the ever popular Princess Mary—famous coastal ship of Canadian Pacific fleet, converted to a luxury dining salon, the Net Loft overlooking the harbour, the highly regarded Colony Steak House, unique King Arthur's Round Table, the distinctive Chez Marcel, the Swiss Restaurant, with its

While the activities of the Company only serve part of the shipping space requirements of MacMillan, Bloedel and Powell River Limited they assist in keeping the sales divisions closely in touch with freight market developments. This enables them to assess new business in any market on a realistic freight basis.

authentic European decor, the Old English, British Fish and Chip Houses (Victoria is famous for its fish and chips), the Cherry Bank Hotel, Ming's Kitchen and other top class Chinese establishments.

And so Victoria with old world charm, in fact all of Vancouver Island with its scenic beauty, is waiting to welcome the tourist. And what better time for a holiday than the Indian summer months of September and October, when the summer heat and the peak of tourist travel are passed, and when the maple leaves are turning to their gold and red hues, adding a riot of colour to the countryside.

It is just a short ferry trip from Port Angeles or Anacortes, Washington; or Tsawwassen, near Vancouver; or across to Nanaimo from Vancouver by Canadian Pacific steamship or Black Ball ferries from where the tourist can drive to Victoria over the scenic Island Highway and the Malahat Drive. For a restful enjoyable holiday, try "Following the Birds to Victoria".

S.S. CANBERRA — (Continued from page 12)

United States (53,329), and the S.S. France (51,839).

Canberra is making a world cruise and prior to her arrival in Vancouver had called in at Gibraltar, Naples, Port Said, Aden, Colombo, Melbourne, Sydney, Auckland and Honolulu. On the homeward voyage she visits San Francisco, Los Angeles, Honolulu, Sydney, Naples and Southampton.

Thousands of visitors toured the ship during her stay in Vancouver and additional thousands crowded the waterfront each evening "just to look."

Aboard for the maiden voyage was Sir Donald

Anderson, Chairman and Managing Director of the Peninsular and Oriental Steam Navigation Company and Chairman of the P. & O.-Orient Lines.

Sir Donald is a direct descendant of the founder of the P. & O. Line, Arthur Anderson, who with Brodie McGhie Willcox organized the original company in 1839. The Anderson family also occupy an honoured place in the traditions and background of MacMillan, Bloedel and Powell River. The family started the historic Anderson Mill at Port Alberni in 1861—the first export sawmill in the annals of British Columbia.

MACMILLAN, BLOEBEL AND POWELL RIVER LIMITED
VANCOUVER, B.C.

MEMORANDUM

TO: **Digester Readers**

FROM: **The Editor**

DATE: **July - August, 1961**

SUBJECT: **"Western Newsprint Survey"**

We believe our newsprint consumers will welcome the results of the Western Region Newsprint Survey, outlined on page 6 of this issue. This survey was prepared under the direction of Mr. R. M. Shaw, Chairman, Powell River-Alberni Sales Limited, as a service to publishers in the western region of the United States and Canada.

The survey is a carefully prepared analysis of all known factors that might influence the consumption of newsprint in the next five years. It includes the consumption of newsprint in the next five years; population growth in the western areas; and new production under way or projected.

Powell River-Alberni Sales officials felt that the survey would be a useful guide to newsprint users, by presenting as near a factual picture as possible of what they may expect over the next five years. This will enable them to plan their own operations in a more orderly manner.

Many publishers have been kind enough to mention that these efforts have been worthwhile; and that they have provided a valuable yardstick for future planning.

The survey represents a second major factor in the Company's efforts to protect customer requirements in the future.

The decision to build a new paper machine at Alberni in the face of uncertain market conditions, coupled with this five-year analysis of future demands, will afford protection against the feast-or-famine conditions which the newsprint consumer has experienced in the past.



Newsprint from the Port Alberni Division of MacMillan, Bloedel and Powell River Limited is delivered to shipside by trailer truck. This picture shows load enroute to wharf.

MACMILLAN, BLOEDEL AND POWELL RIVER LIMITED

NEWSPRINT - PULP - CORRUGATED CONTAINERS
KRAFT PAPER - BAGS - LUMBER - PLYWOOD
FLAKEBOARD - SHINGLES - DOORS - ROOFING
PRES-TO-LOGS - BUILDING MATERIALS - PAPER-
BOARDS AND PACKAGING.



The DIGESTER

PUBLISHED BY MACMILLAN, BLOEDEL AND POWELL RIVER LIMITED

SEPTEMBER-OCTOBER 1961

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September-October, 1961

THE DIGESTER

Published bi-monthly by MacMillan,
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whose head office is located at 1199
West Pender Street, Vancouver 1, B.C.

J. A. Lundie, Editor

COVER

The historic Cariboo Road passes through rolling wooded hills and open cattle range land. The famous 100 Mile House is shown here in centre of picture.

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H. R. MacMillan Presents

Historic Insignia to Canadian Government



Mr. H. R. MacMillan presents historic Order of the Bath to Prime Minister Diefenbaker.

THIS past summer, Mr. H. R. MacMillan was in London. During this period Sotheby's famous English auction house was holding one of its major sales. Among other rarities up for bidding was the original collar and badge of the Order of the Bath, presented to General, later Lord Jeffrey Amherst by a grateful British Government in 1761.

Mr. MacMillan, a keen student of history, immediately arranged with a London agent to bid for this prized memorial of a great soldier, whose successful military exploits foreshadowed the beginning and continuity of the Canadian nation.

The agent secured the chain for a sum that ran well into the thousands.

The heavy, gold encrusted collar was recently presented by Mr. MacMillan to Prime Minister Diefenbaker for inclusion in Canada's Archives Department at Ottawa.

It is singularly appropriate that this particular order, bestowed in recognition of General Amherst's conquest of Canada for Great Britain, should be deposited on Canadian soil.

The beginning of the Seven Years War (1756-1763) saw William Pitt (later Earl of Chatham) in power in England. British military prestige, following the close of the War of the Austrian Succession in 1755, was at a low ebb.

With the opening of the new campaign in 1756, Pitt, breathing his own fire and conviction into every heart, looked to the North American front, where the struggle for the "New World" was approaching its final phase. In 1758 he selected Amherst, then a Lieutenant-Colonel, for his "steadiness and self control" and placed under his command a group of young, ardent officers, including Wolfe, Townshend and Murray.

"Pitt's boys", as they were called, brought new

inspiration and vigor to the North American campaign. Amherst himself, on assuming command, led successful operations against the key citadels of France—Louisburg, Ticonderoga and Crown Point. He sent his lieutenant, Wolfe, to take Quebec and with Murray and Townshend he captured Montreal on September 8, 1760, in a converging attack from three directions, and with it, all of Canada.

Amherst was made commander of all British forces in North America and when the Treaty of Paris was signed in 1763, control of Canada passed to the British Crown.

The collar and badge of the Order, purchased personally for Canada by Mr. MacMillan, was awarded to General Amherst in March 1761 as a direct result of these operations. He was later raised to the peerage as a baron and created a full general. He was made Commander in Chief of the Horse Guards and, in 1796, elevated to Field Marshal. He died in 1797 at "Montreal Park", the name of his estate in Riverhead, Kent.

The Most Honourable Order of the Bath was instituted by King George II in 1725, and at that time consisted of the Sovereign, the Grand Master and 36 Knight Companions. General Amherst, as one of the early recipients of the Order became Sir Jeffrey Amherst, K.B.

In 1815, to commemorate "the auspicious termination of the long and arduous contest on which the Empire had been engaged," three classes of the Order were instituted. In 1847, Civil Knight Commanders and Companions were added.

Exclusive of the Sovereign, royal princes and distinguished foreigners, the Order today is limited to 55 Military and 27 Civil Knights Grand Cross (K.B.) (Class I); 145 Military and 108 Civil Knight Commanders (K.C.B.); and 705 Military and 298 Civil Commanders (C.B.).

In the Precedence list, the Order ranks on a level with the Order of the Star of India and Knights of Michael and St. George. The officers of the Order are the Dean of Westminster, Bath King of Arms, the Registrar and the Usher of the Scarlet Rod.

There are undoubtedly many such mementos of the history of early Canada which are resting in private collections both here and abroad and which would serve a much more useful purpose in the National Archives. Perhaps other owners may follow Mr. MacMillan's example in making them available to the people of Canada.

New Appointments -

E. L. HARRISON

J. KEITH EADIE

A. C. MCGOUGAN

L. G. HARRIS



E. L. Harrison

SEVERAL key Company appointments have been recently announced by President Ralph M. Shaw. These include E. L. Harrison, Executive Assistant to the Chairman, the Hon. J. V. Clyne; A. C. McGougan, General Manager, Pulp & Paper Sales; J. Keith Eadie, Production Manager, Pulp & Paper; and L. G. Harris, General Manager, Harmac and Converting Operations.

E. L. HARRISON

Executive Assistant to the Chairman

E. L. "Bill" Harrison is well known in the business life of British Columbia, in which he has been very active. Born in Manitoba and educated in Victoria, B.C., he spent five years in banking before transferring his career to industry.

He joined the sales division of British Columbia Packers Limited in 1936, and served successively as Cannery Manager and Personnel Manager before being promoted to Vice-President, Industrial Relations in 1955. He resigned this post to join MacMillan, Bloedel and Powell River on August 1, 1961.

Mr. Harrison's service to the business community of the province has been outstanding. He has been Vice-Chairman of the Fisheries Association, B.C., and a Director of the B.C. Chamber of Commerce and B.C. Natural Resources Confer-

ence. During World War II, from 1942-1945, he was on loan to the Federal Government Wartime Shipping Limited.

This past year, in particular, has been an extremely active one for him. As President of the Vancouver Board of Trade he has been closely associated with the economic and industrial activities of the nation.

Mr. Harrison brings to the Company a wide and valuable background of experience in western industry.

J. KEITH EADIE

Production Manager, Pulp & Paper

The appointment of J. Keith Eadie as Production Manager, Pulp & Paper, Powell River and Alberni, follows a wide background of experience in the pulp and paper industry.

A mechanical engineering graduate from the University of British Columbia, Keith started his career with Dominion Engineering in 1940. A year later he joined the armed services and until 1945 was attached to the Coastal and Transport Commands as an Observer.

Keith went into the pulp and paper business soon after discharge, and from 1947-1949 was with the engineering



J. K. Eadie

department of Abitibi Power and Paper Company at Iroquois Falls.

He joined MacMillan, Bloedel and Powell River in 1949 and was sent to Alberni as Mechanical Superintendent at the Alberni pulp mill. He was promoted successively to Plant Engineer and to Assistant Manager, Pulp and Paper, at Alberni.



A. C. McGougan

Born in Port Arthur, Ontario, he came to Vancouver as a youngster where he was brought up and educated. He has been an active participant in the community and recreational life of the area. He was a star oarsman of the Vancouver Rowing Club and served as its president, 1949-1950. He played rugby for both Rowing Club and Vancouver "Rep" teams and has successfully tried out the ancient and honourable sport of curling.

L. G. HARRIS

General Manager, Harmac and Converting Operations

L. G. "Larry" Harris has been closely associated with the pulp and paper industry since his graduation from the University of British Columbia in 1933. Before joining MacMillan, Bloedel and Powell River in 1946, he had served successively as Chemist with Crown Zellerbach, at Ocean Falls; Chief Chemist and Assistant Manager at Sorg Pulp Company, Port Mellon, B.C.; Kraft mill superintendent at Brompton Pulp & Paper Company, Red Rock, Ontario.

From 1946-1950, he was largely engaged in project work on the pulp mill at Alberni, with Bloedel, Stewart and Welch

and the Harmac pulp mill at Nanaimo. In 1950 when Harmac commenced operations, Larry was appointed Superintendent, was made Assistant Manager in 1951 and Manager in 1952. Latterly he has been Manager of the Pulp Sales Division.

During his ten-year residence at Harmac, Larry was active in the community life of the Nanaimo area. He is a member of the Gyro Club, Nanaimo

Mr. Eadie was transferred to Vancouver as Pulp & Paper Assistant to Executive Vice-President E. G. Shorter last June and was promoted to his present position on August 16. His experience in both technical and practical operations provides him with an outstanding background for his new position.

A. C. McGOUGAN

General Manager, Pulp & Paper Sales

General Manager of Pulp & Paper Sales, A. C. "Archie" McGougan is no stranger to MacMillan, Bloedel and Powell River operations. His appointment to this new post on September 15 brought back into the Company fold an executive who had spent twenty years in the service of MacMillan, Bloedel and Powell River before leaving to accept a senior executive post in Eastern Canada in 1959. He joined the Company in 1939 with the purchasing firm of Mills and Packers Limited and in 1951 he was appointed as Manager of the Chip and Wood Supply Department for the Company. From 1953-1959, Mr. McGougan was Manager, Pulp Sales.

In World War II he served from 1940-1945, was Captain and Adjutant with the 1st Battalion Irish Fusiliers and later was with the Westminster Regiment. He served three years as a major in the Reserve after the war.

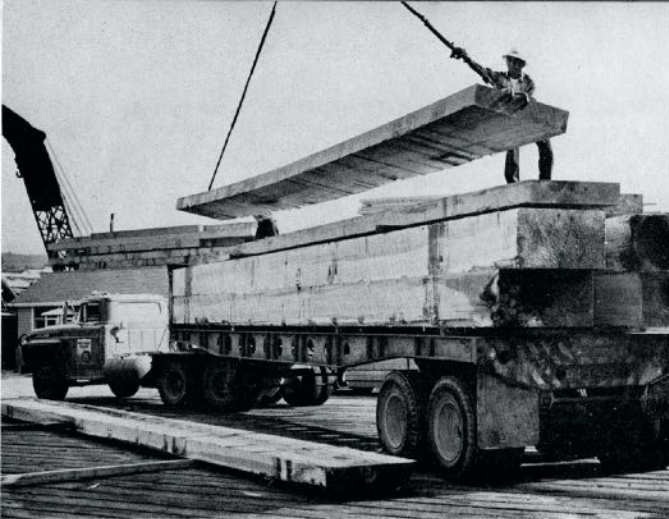
His many friends in the Company and the trade will welcome Archie's return to the MacMillan, Bloedel and Powell River family.



L. G. Harris

Golf Club and Royal Colwood Club in Victoria. He was a Vice-President of Sea Scouts, was on the Board of the Salvation Army and Chairman of the New Golf Course Committee in Nanaimo.

His new duties cover responsibility for the operations of Harmac pulp Division, Sidney Roofing & Paper Company Limited, Martin Paper Products Ltd., Island Paper Mills Division and the Paper Converting Division.



Timbers for Long House were cut and loaded at Company's Somass Plant in Alberni.

Timbers from Company Limits Assist in . . .

AUTHENTIC DUPLICATION OF HAIDA LONG HOUSE FOR UNIVERSITY TOTEM PARK

THE preservation and duplication of Indian handicraft in British Columbia has—belatedly perhaps—in recent years exercised the interest of historical societies, archivists, universities and other bodies.

Indian Totems—including those of the famous Haidas—have been preserved in special parks. Skilled carvers are restoring the arts and crafts of British Columbia's Indians.

Totem parks are established in Vancouver, Victoria and other centres. Replicas of Indian structures are being rebuilt on authentic lines.

MacMillan, Bloedel and Powell River, as a leading producer of wood products, has supported and assisted the people engaged in this work.

Several years ago, the company co-operated with Duff Wilson, Provincial Historian, in locating and moving forgotten or lost "talking sticks" from the Queen Charlotte Islands, home of the Haida Indian. Many of these, fully restored, are now in Totem Park, Victoria.

Company officials, including Mr. H. R. MacMillan, have donated Totem poles and other Indian relics to the University of British Columbia.

Just recently a typical example of the co-operation between industry and historical or educational groups was demonstrated in the duplication of an authentic Haida Indian Long House, at the University of British Columbia's Totem Park.

The timbers for this building, which will faithfully

fully copy the historic long houses of the Haidas, were all donated by MacMillan, Bloedel and Powell River. Providing the stout and flawless cedar logs for this permanent record, was not a simple task. Special trees had to be located in the Franklin River area of Vancouver Island. These were felled and transported to the Company's Somass division for sawing and cutting.

The heavy timbers were carried by truck (see illustration) from Somass to Nanaimo, across the Gulf of Georgia to Vancouver by ferry; and by truck through Vancouver streets to the University site.

Timbers unloaded at University of British Columbia ready for construction of Long House.



Log house under construction at University of B.C. Bill Reid, grandson of a Haida Chief, and a former CBC announcer, is an expert totem carver and is in charge of the project.

Construction of the Long House is under way and when completed in the next few months will attract the interest and attention of students, historians and visitors.

The rich traditions of the Haidas and other tribes are being maintained in these totem parks of our province. They are preserved for future generations in wood from the forests of British Columbia.



It's His Opinion . . .

That Victoria people are NOT reserved—

That newsprint production is a fascinating process

IN SEPTEMBER, Carroll U. Parcher, publisher of the Glendale News-Press of Glendale, California, visited British Columbia. While here he saw the scenic beauties of our coast and toured the plant and properties of our Powell River Division.

Mr. Parcher records in his daily column, "In My Opinion," written for his newspaper, entertaining impressions of the places and plants he saw on his trip.

Many B.C. residents will read with great interest his comments on our capital city of Victoria.

Victoria's traditional frosty British reserve? "Nonsense," Mr. Parcher says in effect—"I didn't find it that way. Landing at the Yacht Club and no taxis being readily available, our party of six walked to a bus stop and sat on a bench to wait for the next bus. Before long, a little man in a small car stopped in front of us, got out, came over, tipped his hat and said in a heavy British accent—"Pardon me, please, but I can accommodate four, if you would care to accompany me to town." This left three sitting on the bench, but in a few minutes another car, headed in the opposite direction backed up and the driver called over "How'd you like to use my car. I'll be at the club here all day and won't need it." (Turned out the latter lad was slightly under the influence—but his offer was genuine).

Commenting to a cab driver, Mr. Parcher, impressed with the well kept lawns in a residential section, inquired if most of these houses, with their carefully nurtured gardens, employed a gardener—"No," he said. "Mostly the woman of the house is the gardener and that's the way it should be. Why should a man come home after working all day

and have to mow the ruddy lawn or dig around the plants."

Mr. Parcher's observations of British Columbia courtesy as experienced in a well known Vancouver hotel, will please as well as surprise many of the natives—"The doorman, and desk clerks and bellmen seem so genuinely happy to see you—you find the same treatment in the stores or when you stop to ask directions or talk to residents. It's far removed from what you find in the hectic bustle of many of the larger U.S. cities."

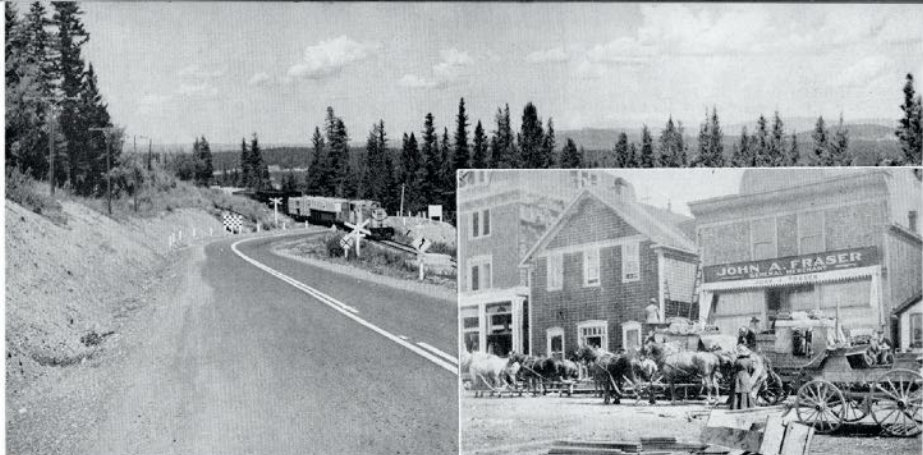
(Thanks, Mr. Parcher, but most of us here feel the same way about the courtesy of Seattle, Portland—and California people. We guess that most people are really nice wherever you go).

The California publisher was highly impressed with the Company's modern newsprint machines. He wrote for his reading public a very clear outline, in simple style of the newsprint process as exemplified by the modern paper machine he saw on his tour.

His succinct but all embracing description of the paper making process is a masterpiece of brevity and accuracy.

"But all of it comes from the great logs which are cut on mountainsides miles from the mill, hauled down steep roads or rolled down hill to waterways, formed into booms, towed to the harbor at the mill site and hoisted into machinery which trims, saws, chops into chips and grinds them into pulp."

The Digester appreciates the kind remarks expressed by Mr. Parcher on our Company and its operations, and we are sure his many readers appreciate, as we do, the warmth and friendly informality of his daily column.



Access to the Cariboo today is by blacktopped roads and diesel trains contrasting with the old stage coach of yesterday.

ON November 19, 1859, an historic function was held at old Fort Langley on the Fraser River near New Westminster. Dignitaries present for the ceremony included Governor Douglas of the Colony of Vancouver Island, David Cameron, Chief Justice, and Matthew Begbie, Judge of British Columbia.

A salute of 18 guns was fired. The Union Jack was run up over the fort—and in the presence of 100 spectators Governor Douglas read Queen Victoria's proclamation authorizing the founding of the Colony of British Columbia.

The guard of honor on that historic occasion was composed of Her Majesty's Royal Engineers under Captain Grant, and it was fitting that a member of this famous corps should be the first to raise the flag which officially placed the name of British Columbia on the map.

The Royal Engineers have been closely identified with the early beginning and development of our province. They founded cities, built roads to open up our great hinterland areas, erected public buildings, fought Indian marauders, maintained

Cariboo road parallels the rugged banks of the Fraser River for many miles.



The Cariboo Road to the

law and order over vast areas of unexplored and unknown country. Fifteen years before the Scarlet and Gold of the Royal Northwest Mounted Police brought the majesty and might of law to our great central plains, the red uniforms of the Royal Engineers had come, done their job and departed from the Colony of British Columbia.

On July 30, 1858, Sir Edward Bulwar Lytton, Secretary of State for Colonies, informed Governor Douglas that he proposed to send out from England an officer of the Royal Engineers and a company of sappers and miners totalling 150 of all ranks.

They would be under command of Colonel Richard Clement Moody. That officer, whose name is written high in the annals of British Columbia history, was given certain clear-cut instructions by the Secretary of State before leaving England in October, 1859. He was told, "ostentatious parades are the least important part of your work; the aborigines are to be conciliated but the miners protected; you are to give every attention to communications by sea and land."

During their stay in the Colony it may be said that the Engineers were faithful to their trust—and left behind them a record of public service and achievement, the influences of which still persist, and which were decisive factors in shaping the destiny and development of British Columbia.

Perhaps the greatest and most lasting achievement of the Engineers stems from their road-building activities in the province—particularly

that vital arterial highway, the Cariboo Road, today one of British Columbia's chief communication links with the interior.

The Cariboo Road construction, 1860-61, followed the discovery of gold in this area in 1858; and the influx of thousands of miners, adventurers and settlers that poured into the province.

In 1859 Lieutenant Palmer and 100 men of the corps started work on a road from the coast to Hope. By mid-1860 they had passed Hope and completed the section to Lillooet, and wagon trains were soon carrying thousands of tons of freight in and out. Men from the corps continued to survey the complicated and difficult canyon of the Fraser—and their survey maps of this area were probably superior to anything prepared by civilian surveyors.

In October, 1861, work on the historic Cariboo Road was commenced—and in this the Royal Engineers played a leading role. Most of the survey work was done by the corps, and many miles of



The old Clinton Hotel, famous Cariboo landmark, was recently destroyed by fire.

Living Memorial Royal Engineers

the road were their direct responsibility. Sergeant McColl, with a party of Engineers, selected the site for a bridge across the Fraser. The road scheme launched was a bold and daring one for a colony of such limited means. It involved the quarrying of a roadway 18 feet wide for 400 miles through the Cascades.

Sergeant McColl recommended that the river be bridged a mile below Chapman's Bar, and the road carried along the left bank to Boston Bar. The cost of an 18-foot road over this first 12 miles was estimated at \$175,000. Captain Cook and 53 sappers completed the first six miles between Yale and Cooks Ferry—"an enduring monument of engineering skill and patient toil."

By 1863 the Cariboo Road had been completed to Quesnel—and over that great artery have poured hundreds of thousands of men of all nations seeking the riches of British Columbia, or enjoying its natural scenic and outdoor attractions. It is one of the great highways of British Columbia, and in substance is still much as it was when the Royal Engineers and their associates surveyed and forced it through in 1863.

Today the Cariboo Road is being rebuilt and modernized, but much of the romance of the past still clings to this historic artery. The old Mile Houses—starting from Mile 1 at Ashcroft—are still on the map. The famous hostleries, the 80 Mile House, the 100 Mile House and the 150 Mile House, still greet the traveller and are marked on every map. But, alas, original structures have

mostly disappeared, victims of time and public and government apathy. The 80 and 100 Mile Houses were destroyed by fire. But the "150", surviving sloth, fire and weather, remains and at long last has been refurbished and restored. It is now maintained as one of the all-too-few priceless original landmarks of history in the making.

The Cariboo Road in modern days has been extended to Prince George and on into the Peace River. It crosses large stretches of virgin timbered lands; traverses the great open cattle ranges of the Cariboo; passes through the famous hunting and fishing areas of central B.C. and across canyons and hills, rich in minerals and natural resources. Snow-capped mountains contrast with cactus blossoms, sagebrush and timberland.

The Mile Houses, the 50, 70 and 150, are still recorded on the road maps, but the modern road construction, cutting off corners, eliminating bends and smashing through hills, has destroyed their value as accurate mileage markers.

But the old Cariboo Road, despite its new look, still retains the imprint of the superb craftsmanship of Colonel Moody's redcoats in the days when bulldozers and trucks were unknown and picks, axes, shovels, horses—and men—prepared the way for a new and greater civilization.

A familiar sight along the road are the open range lands.



Outstanding Recognition for Company Chairman as

U. B. C. Students Select Hon. J. V. Clyne as "GREAT TREKKER"



Honourable J. V. Clyne receives "Great Trekker" award from Alan Cornwall (left), President of the Students' Council and Kyle Mitchell, Student Chairman of the U.B.C. Homecoming Committee.

THIRTY-NINE years ago, the students of the University of British Columbia, confined to a one square block area in a residential section of Vancouver, initiated a campaign to have the university moved to its present imposing and picturesque site in the Point Grey district.

The culmination of the campaign, which included personal canvassing of every home in the Vancouver area, province wide publicity programs, parades and demonstrations, was the "Great Trek" of the entire student body to the proposed site.

Four years later, the present University of British Columbia became a reality. The persistence of the student body living in the "Old Fairview Shacks" was rewarded.

The "Great Trek" is written high in the annals of the university's history; and since 1950 it has been commemorated annually in the presentation

by the student body of a "Great Trekker" award. The recognition is made to an outstanding graduate of the University of British Columbia. In the past decade, eleven distinguished British Columbians have received this prized honour.

This year, the "Great Trekker" is the Honourable J. V. Clyne, Chairman of the Board of MacMillan, Bloedel and Powell River.

The choice was a natural one. Particularly as the honour is bestowed "on an alumni or alumnus of the University of British Columbia who has achieved outstanding success in his chosen fields of activity, made a worthy contribution to his community and has evidenced an especially keen and continued interest in his Alma Mater."

On all these points Mr. Clyne is a top qualifier. He was a leading member of the student campaign committee in 1922 and took part in the Great Trek to Point Grey. As a student he was active in the U.B.C. Players' Club and C.O.T.C.; played rugby, tennis and boxed; and received his B.A. in 1923. Since his graduation the Honourable J. V. Clyne was president of the Vancouver Bar Association in 1942 and first Chairman of the Canadian Maritime Commission from 1946 to 1950. Also, in 1946 he was appointed President of Park Steamship Co. Ltd., a Crown corporation which owned and controlled all Canadian-built wartime merchant ships. In these positions he represented Canada on various sub-committees of the United Nations and N.A.T.O., dealing with shipping, and was Chairman of the Inter-Governmental Maritime Consultative Organization of the U.N. at Lake Success.

In 1950 he was named a Justice of the Supreme Court of British Columbia, and from 1951 to 1960 he was a member of the U.B.C. Senate. In 1954 he was named a Royal Commissioner in the Watshan Power House disaster and a Royal Commissioner in the Milk Enquiry. In 1958 he resigned from the bench to become Chairman of the Board of MacMillan & Bloedel Limited. In 1959 he was the Senate representative on the U.B.C. Development Council and also the Chairman of the finals of the Dominion Drama Festival held in Vancouver. On the amalgamation of MacMillan & Bloedel Limited and Powell River Company Limited in January 1960, he was appointed Chairman of the Board of MacMillan, Bloedel and Powell River Limited.



B.C. Opens Its First "Continental" House in San Francisco

Prime Minister Bennett and Cabinet Ministers Preside at Opening of This Important Trade Clearing House

A BRITISH COLUMBIA Douglas fir and a power saw were the symbolic manifestations selected by Premier W. A. C. Bennett to usher in the opening of "British Columbia House" in San Francisco on August 10.

The San Francisco centre of British Columbia activity is the first such "house" to be established outside of London, England. It presages the development of an increasing awareness of the importance of the American market to B.C. exporters; and the expansion of a better understanding of our province's resources and production in the important and fast growing markets in California.

Premier Bennett was accompanied by Attorney-General Robert Bonner, other government officials, and leading representatives of British Columbia's industry, including Mr. H. R. MacMillan and Mr. Ralph M. Shaw, President of MacMillan, Bloedel and Powell River.

Over 400 guests and visitors crowded the premises to inspect the colorful displays and information material on B.C.'s pioneer products, manufactured goods, tourist and other attractions. A full time staff under the direction of Hon. Newton F. Steacy will be available to arrange contacts between potential buyers and sellers in both areas.

Mr. Bennett emphasized the present development and great potentialities of British Columbia with its "vast timbered areas, rich mineral, gas and oil deposits and the millions of kilowatts available from still undeveloped water power."

"My government," he declared, "will leave no stone unturned to continue its development of these resources."

The official opening was signaled with the sawing of a Douglas fir log by Attorney-General Robert Bonner, to emphasize the pre-eminence of the province as one of the world's largest and expand-



Attorney-General Bonner cuts B.C. Douglas fir at opening ceremony, Premier Bennett (left) and Hon. Newton Steacy assist.

ing producers of forest products, which today represent 40 per cent of British Columbia's economy.

British Columbia House has already proved a valuable clearing house and information centre. It has stimulated interest in all phases of our provincial activity—our industries, our cultural background and our outstanding tourist attractions.

It has brought British Columbia, California and the southwest States into closer and friendlier relationship which will undoubtedly expand in the years ahead.

PLYWOOD — *the* *to Your Vacation*

A SKI LODGE FOR YOUR FAMILY WEEK-ENDS


With today's new and speedy methods of construction and the use of modern and exciting patterns in plywood, you can have the vacation cabin of your dreams ready for occupancy by next spring.

The many and expanding uses of plywood in all types of construction are writing an impressive chapter into the history of wood products.

Today, plywood has paved the way into every home where its flexibility, strength and utility have gained world-wide recognition.

Its use has become increasingly popular in the building of vacation cabins, where fast construction and cost are important factors.

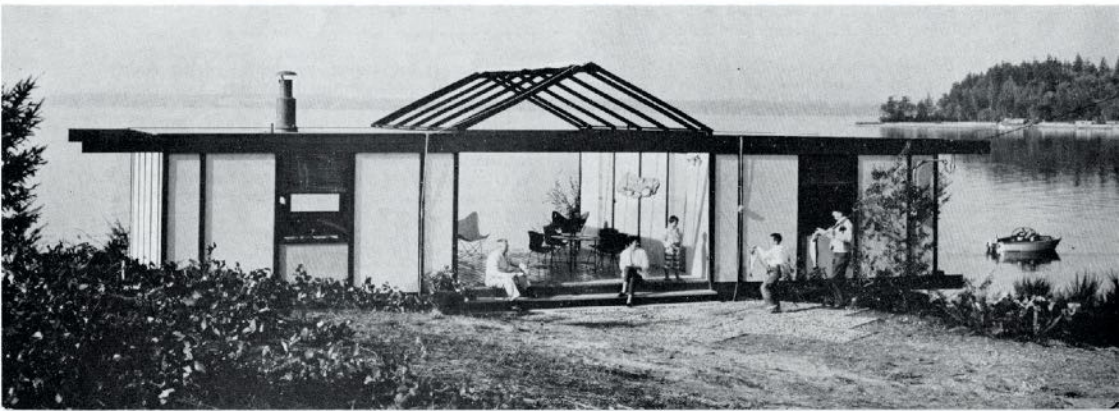
A few of the various types of summer cabins are shown on these pages—and plans for their construction can be obtained through retail lumber dealers across Canada and the United States. These cottages are designed to utilize the light weight, strength and easy workability of plywood panels. As shown in the illustration husband and



The steep-pitched A-frame is ideal for snow country where snow loads are a problem to ordinary roof systems. It is a simple cottage for the amateur to frame and close and, in the "L" shape illustrated, is very roomy.

HAVE you been dreaming of a comfortable, holiday cabin beside your favorite lake, or on the banks of a quiet stream, or in that secluded mountain retreat? Well, now is the time to stop dreaming and take action.

This plywood summer home is based on the principle that the most economical unit to construct is a simple wooden box. The designer here has made two boxes joined by a deck area with a convertible canvas roof, and called the cottage the Twin Ranch.



Quick and Simple Answer Cabin Problem

**The Vacation Cabin You are Planning
for Next Summer Can be Built in
Your Spare Time This Fall**

wife can do the job in short order — and these do-it-yourself teams will find the plans simple and easy to follow.

So choose the style of cabin you desire and ask your lumber dealer for the plans. "Sylvaply" brand plywood, manufactured by MacMillan, Bloedel and Powell River Limited, is particularly suited to this type of construction. The many styles of attractive panels—Pinstripe, Trendwall, Sylvacord, Blockline, Tropicama, Sylvacraft, Beachcomber and Channelply are all available to add a pleasing, decorative finish to the cabin of your choice.

With the fall season now under way, many families are already making plans to have their own vacation spot next summer. The "Sylvaply" summer cottage can be the answer to your dreams.

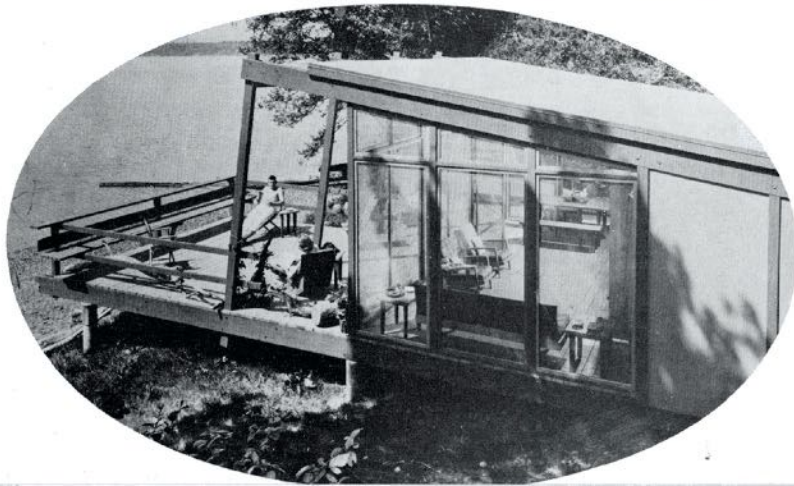


The rigid frame building system lends itself ideally to summer homes because it is so easy for amateur builders to erect.



The "Three Stage Beach Cabin," shown under construction above, on completion.

Construction of a plywood cabin is fast and simple with a good husband and wife combination.



A Summer Just Tailored

For Visitors

Sunny skies, almost without interruption from June to September showed our scenery—our lakes, mountains and timbered hills and islands to hundreds of pleased visitors and friends.

SHOWN on these pages are several groups of visitors whom we were pleased to welcome. We enjoyed seeing our old friends and meeting new. We hope that they too enjoyed their visit with us.



Left to right: Mr. and Mrs. F. Kubaska; Mr. and Mrs. F. B. Milloan; Mr. and Mrs. J. Gould; Mr. F. Blethen, President, Seattle Times; Mrs. Blethen; Mr. and Mrs. Ed Crane, all of Seattle.



Left to right: Mr. Dewey Estey; Mrs. Benson; Mr. H. S. Benson; Mrs. Morrish; Mr. W. R. Morrish, Asst. to Publisher, The Oregonian, Portland, Ore.; Mr. Preston Walker, Publisher, The Daily Sentinel, Grand Junction, Colo.; Mrs. Walker.



Left to right: Mr. Terry Hollern; Mrs. Hollern; Terry Hollern, Jr.; John Hollern; Mrs. Ellinwood; Mr. Tom Ellinwood, Tucson Newspapers, Tucson; Tol Clark; Mrs. Clark; Mr. Tom Clark, Jr.; Tucson Newspapers, Tucson.

Back, left to right: Mr. F. C. West; Mr. A. Spears; Mr. H. Spiegel; Mr. Eugene Bishop, Peninsula Newspapers, Palo Alto, Calif.
Front, left to right: Mrs. West; Mrs. Soars; Mrs. Spiegel; Mrs. Bishop.



Back, left to right: Mr. John L. Fournier, Publisher, Kent News, Kent, Wash.; Mr. Rupert L. Edwards, Renton, Wash.; Mr. J. L. Fournier, Jr.; Mr. Gerald Anderson; Mr. L. A. Strain; Mr. Chas. Fournier; all of Kent.
Front, left to right: Mrs. Fournier; Mrs. Edwards; Mrs. Fournier, Jr.; Mrs. Anderson.





Left to right: Mr. and Mrs. R. McLean; Mrs. Johnson; Mr. L. A. Johnson, Asst. Business Mgr., San Francisco Chronicle, San Francisco, Calif.; Mrs. Windell; Mr. A. O. Windell, Seattle Times, Seattle, Wash.

Left to right: Mrs. Myers; Mr. Ed Myers; Mr. Ted Ellsworth, Mrs. Ellsworth, Dubuque, Iowa; Mr. Tom Braden, Oceanside Blade-Tribune, Oceanside, Calif.; Mrs. Braden; David Braden; Ian Alsop, Washington, D.C. Missing: Stewart Alsop, Washington, D.C.



Left to right: Mr. A. Hicks, Owner, Encinitas Coast Dispatch, Encinitas, Calif.; Mrs. Hicks; Mr. and Mrs. K. W. Clague; Mr. A. Carpenter; Crescenta Valley Ledger; Mr. D. Savell; Mrs. L. Jewell; Mr. L. Jewell.



Back, left to right: Mr. W. Jackson, Mr. F. Jackson, Mr. J. Peterson, Mr. J. Shochat, Mr. C. Stewart, Mr. C. Corbin, all Times Mirror Press, Los Angeles, Calif.
Front, left to right: Mrs. W. Jackson, Mrs. F. Jackson, Mrs. Peterson, Mrs. Shochat.



Back, left to right: Mr. C. Word, President, Dixyn Bell Press, Los Angeles, Calif.; Mrs. Word and son, Warren; Mr. D. Daley, General Manager, Pacific Neo-Gravure, Los Angeles, Calif.; Mrs. Daley; Father H. T. Connolly, Billings, Montana. Front: Dominic, Mark, Peter and John Daley.

Back, left to right: Mr. H. H. Cahill, General Manager, Seattle Times; Mr. Gerald Guinn, Mr. C. S. Mathers, Mr. H. O. London, all of Seattle.
Front, left to right: Mrs. Cahill, Mrs. Guinn, Mrs. Mathers, Mrs. London.



Left to right: Mr. L. B. Tackett, Daily Herald, Provo, Utah; Mrs. Tackett; Mr. Glen E. Sanford, Portland, Ore.; Mrs. Sanford; Mrs. Dayton; Mr. D. A. "Dan" Dayton, Vice-Pres., Powell River-Alberni Sales Corp., San Francisco, Calif.



Left to right: Mr. E. F. Andrews, Gen. Mgr., Rodgers & McDonald, Los Angeles, Calif.; Mrs. Andrews; Mrs. Mary L. Labonger; Mrs. Kay Caballero, Secy.-Treas., Rodgers & McDonald, Los Angeles, Calif.; Mr. Bob Labonger, Asst. Managing Editor, "The Tidings," Los Angeles, California.





Century 21 - Alweg Monorail, world's first high speed mass transit monorail, is now being built to serve Century 21 Exposition. Shown here is an artist's conception of one of the two four-car trains, on the 1.2-mile track between downtown Seattle and the Century 21 site.

HIGH Noon, April 21, 1962!

That's the target date for the opening of Seattle's World's Fair, "Century 21", picturesquely described as "a preview of tomorrow and a glimpse of man's life in the space age."

With President John F. Kennedy presiding over the opening ceremonies, with the pavilions of forty nations displaying their technical productions of the future, and with scores of unique and fascinating innovations to interest and beguile visitors, the Seattle Fair will undoubtedly prove one of the most ambitious, novel and elaborate ever presented in the United States. And that, for this land of fairs and pageants, is saying a lot!

Already the raucous noises of electric drills, steam hammers and driven rivets are transforming the 74 acres of downtown Seattle into the glittering fairyland promised for 1962. The now famous monorail which will whisk visitors above a mile of city streets and disembark them at the Fair site in 95 seconds is under construction. It will be completed by January, 1962.

The first United States World Fair since pre-World War II days, the Seattle Exposition will lavish \$100,000,000 on its buildings, grounds and public attractions.

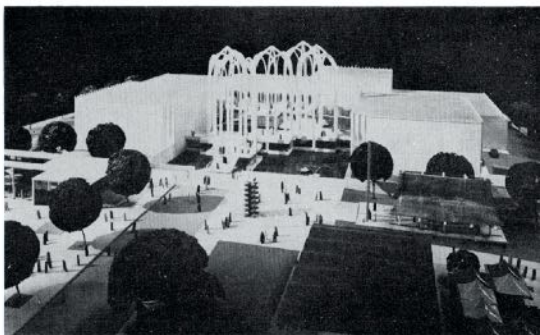
Dominating the foreground is the giant, 60-storey Space Needle. Topped by a revolving restaurant and observation deck, and equipped with an 800 foot per minute elevator, it will provide guests with an unparalleled panorama of spec-

NEXT YEAR 2000 A.D.

The Gigantic World's Fair with Almost
Undreamed Wonders Runs from
April 21 - October 21, 1962

tacular Mount Rainier and the crests of the Olympic and Cascade Ranges.

The United States Science Pavilion is expected to attract millions of interested and curious spectators. The \$9,000,000 government effort will contain five pavilions displaying the latest in scientific progress. New advances in crashing the barriers between earth and space will be dramatically and authoritatively demonstrated.



Five arching towers highlight the entrance of the United States Science Pavilion. The Pavilion, part of the \$9,000,000 federal program of participation in America's Space Age World's Fair, will house the most extensive science exhibit ever assembled.

The Boeing Spacearium, one of the five areas in the World of Science Pavilion, will take visitors on a simulated flight through outer space—a voyage that will focus in glowing color all present knowledge of Mars, Jupiter, Venus and other planets and stars.

IT WILL BE IN SEATTLE

At a Cost of \$100,000,000 Seattle will
Present a Fascinating Glimpse of
Life in the Space Age

The World of "Century 21", an eleven-storey structure under a hyperbolic-paraboloid roof, sheathed in aluminum, will house the theme exhibit—"How Man Will Live in the Space Age". A "Bubbleator" will carry loads of 100 passengers to a floating overland city; a "vista-drama" will depict the World of Tomorrow; other fantastic innovations will show walls replaced by jets of air, solar appliances, foods created from cotton and wood wastes, plastic clothing—you can take your choice from an almost frightening list of space age possibilities!

Returning to the normal, Fair executives promise the most extensive and rare Fine Arts Exhibits ever shown. Museum masterpieces—the work of the Masters—Renoir, El Greco, Titian, Goya, Rembrandt. . . . National and International contemporary art will be featured; a dramatic presentation of Northwest Coast Indian art will be included, side by side with rare gems and crafts of the Orient and Middle East.

For the casual visitor and the fun lovers outstanding facilities are being provided in a Gayway being built with new and novel attractions. Music, drama and dancing will be featured at the fair and top entertainers from all corners of the globe—from Europe, Mexico, Japan, China, Thailand, India, France and many others, will educate and amuse audiences. Major industrial companies of the nation are offering imaginative displays of their products, present and future.

These are but briefest glimpses of this colorful and unquestionably the most ambitious fair of modern times that our friends and neighbors "across the line" are preparing. It is a national effort and this first of the "Space Age World's Fairs" looms up as 1962's most appealing and dramatic event in the world of science, education and entertainment.

The *Digester* recommends that its readers include a visit to Seattle's World Fair in their 1962 vacation plans. To those not resident in British Columbia we suggest that you extend your holiday and see our beautiful province in conjunction with your trip to Seattle.

"Top of the Needle" is a name about to take its place among the world's more famous restaurants. Here is a view visitors to the top of the Space Needle will get at the 1962 Seattle World's Fair. In the background are the rugged Olympic Mountains and picturesque Puget Sound.



Around Our Communities

THE LIEUTENANT-GOVERNOR OPENS ALBERNI'S FALL FAIR

LIEUTENANT-GOVERNOR VISITS ALBERNI DISTRICT

Highlighting our community activities in recent weeks was the visit of His Honour, Lieutenant-Governor George Pearkes and Mrs. Pearkes to the Alberni District Fall Fair. Their easy informality and quiet dignity impressed the large attendance and the "official" part of the opening ceremonies went off smoothly. His Honour was greeted by Mayor Mabel Anderson of Alberni and Acting Mayor Weaver of Port Alberni. A pleasing addition

to the visit was the presentation of a special corsage to Mrs. Pearkes by Mrs. Jessie Watts, Chief of the Opechesant Indian Band.

THE TYEES ARE RUNNING

In the past two months the Tyees have been running and many fine salmon have been hooked. The Junior Tye Club at Alberni held their Annual Tye Derby recently. The winner was John Dauncey, who hooked a nice 30-pounder. Largest catch to date this season weighed ?? pounds.

Lieut. Governor Pearkes signing guest book in Port Alberni city hall, Acting Mayor F. G. Weaver, wearing the mayor's chain of office, looking on.



Mrs. Pearkes signing guest register at Alberni city hall—Mayor Anderson (left) and Lieutenant-Governor Pearkes (right).



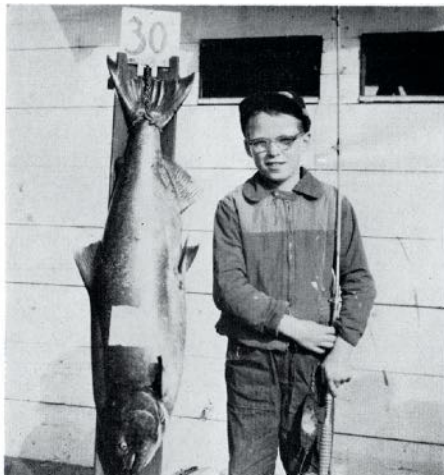


Berths in new small boat harbor addition at Powell River were rapidly filled.

SMALL BOAT HARBOR— BOON TO BOAT OWNERS

The recently opened extension to Powell River's Small Boat Harbor has been welcomed by boat owners in the area. It has been particularly valuable in providing space for the scores of visiting yachts that have traversed the Gulf of Georgia this summer. The increase in small boat owners in Powell River—as in Alberni and Nanaimo—has been phenomenal in the past three years. There are over 1,500 small boats of all varieties in the area, and the slogan "A car and a boat in every garage," is coming close to reality.

John Dauncey, winner of junior tyee derby held in the Alberni Inlet on Sunday, September 10.



POWELL RIVER SKI CLUB ACTIVE

With the skiing season just around the corner Powell River Ski Club members are busy checking their equipment.

Over a year ago, a group of ski enthusiasts probed the idea of starting a club in the area. It caught on at once. A first class ski area was leveled in the Gordon Pasha Lake area, and the newly formed club went into action.

Surely to the pampered city skier, who does his skiing in the civilized atmosphere of tow ropes, chair lifts and other decadent conveniences, these up-coast pioneers must be slightly off centre. No ropes, no warm cabins—just a slope to whiz down—and the same slope to climb back up—with only enthusiasm and strong legs as props.

Club house and tow ropes may come later but meantime they ski down and trudge back up with every measure of enjoyment! Ah! Well!

Powell River Ski Club members out in full force.



PUEBLO STAR-JOURNAL and CHIEFTAIN MOVE TO NEW QUARTERS



Impressive new home of Pueblo Star-Journal and Chieftain.

EARLY this year, one of Colorado's famous and long established newspaper houses, The Star Journal Publishing Company, entered new quarters in the historic city of Pueblo. The continuing growth of the area and the expanding needs of its two newspapers, The Star Journal (evening) and Chieftain (morning), rendered this move necessary.

The commodious, modern building was opened early in February—and has greatly boosted the firm's capacity to serve more efficiently and on a streamlined scale the demands of the fast growing city and surrounding hinterland.

The new building, a one-storey steel and concrete structure, has 40,000 square feet of floor space, is completely air conditioned and equipped with one of the most modern lighting systems in southern Colorado. Offices have acoustic ceilings, vinyl asbestos floor covering, with wood-framed glazed panels.

The pride of the Star Journal and Chieftain staffs is the modern high-speed reel fed Goss Rotary Press. It can run copies up to 80 pages.

The organization has a total of 210 employees, and the circulation staff proudly claim that their paper is distributed to 75 per cent of the homes in the Pueblo "trading area"—which embraces six counties. Present daily circulation of the combined papers is 44,000.

The Star Journal and Chieftain came into being through two major mergers. The first was the amalgamation in 1901 of the Pueblo Evening Star and the Pueblo Press Company to form the Star Journal.

The final merger with the Chieftain, originally published as a weekly in 1868, came in 1933 to produce the modern Star Journal and Chieftain.

When Pueblo people speak of these great state dailies, they inevitably associate the name of the Hoag family with their development, progress and prestige.

Frank S. Hoag, Sr., 89-year-old dean of

Colorado newspaper men, is President of the Star Journal Publishing Company, responsible for production of the two dailies. He has been part of the Pueblo newspaper scene for 57 years, and his service to his paper, to American journalism and to his community has been outstanding. He has served several terms as Chairman of the Chamber of Commerce and has been a leader in all youth and community projects and organizations.

Today, his son, Frank Hoag, Jr., as publisher of the Star Journal and Chieftain, carries on the family tradition. He has been associated with newspapers for the past thirty-seven years, twenty-five of which he has assisted his father in the publication of the two papers. He has followed parental footsteps by active leadership in the affairs of Pueblo and state communities.

To Mr. Hoag and his associates, The Digester extends its congratulations on the continuing expansion and imaginative leadership of this historic Colorado publishing house.

Pushing the button for the operation of the new press, on moving to new quarters in January, 1961: Frank S. Hoag, Jr., Publisher, Frank S. Hoag, Sr., President, and O. M. Hobbs, Mechanical Superintendent.



"OPERATION ALBERNI"

Everything Moving Smoothly As Paper Machine Construction Proceeds at Port Alberni

REPRESENTATIVES of Powell River-Alberni Sales Company tell us that one of the questions invariably asked on their visits to publishing houses is:

"How are the new paper machine operations at Alberni progressing?"

With almost perfect summer and early fall weather assisting, our engineers report that the entire program is proceeding smoothly and on schedule.

Wharf Extension Operations

This phase has been completed—and an additional wharf area, 60'x506', is now in operation. The new warehouse area, 60'x440', provides storage for a further 5,000 tons of newsprint. Cargoes can now be pre-assembled, congestion has been reduced, and possibility of roll damage minimized.

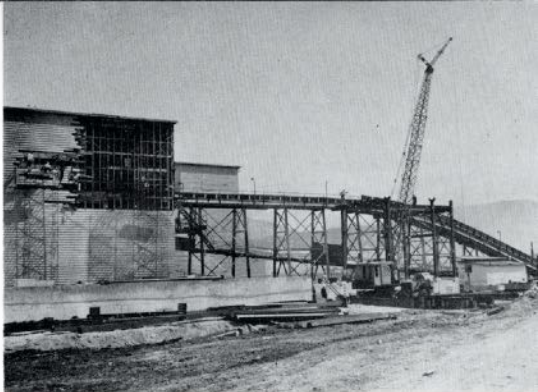
Wood Mill

Machinery installation for the woodroom—Hansel Ring Barker, Chipper, Log Haul, Slashers, etc.—is well advanced and the target date, December 15 is set as "operations day".

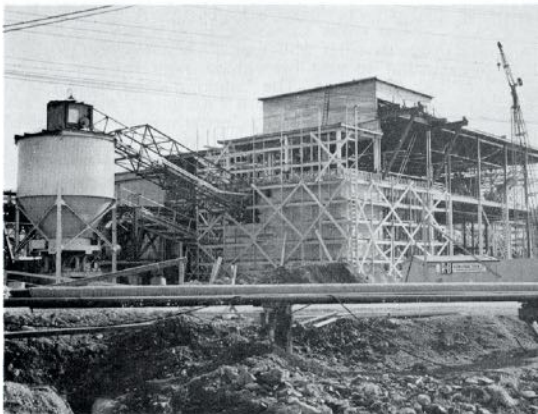
Paper Machine and Groundwood Buildings

Foundation piling for paper machine and groundwood mills has been completed; and the contract awarded for the main buildings. This work is now under way. Foundation piling for the steam plant extension is also well forward.

With the completion of the Alberni newsprint installation, MacMillan, Bloedel and Powell River, with an annual capacity approaching the 1 million ton mark, will be Canada's third largest producer of newsprint.

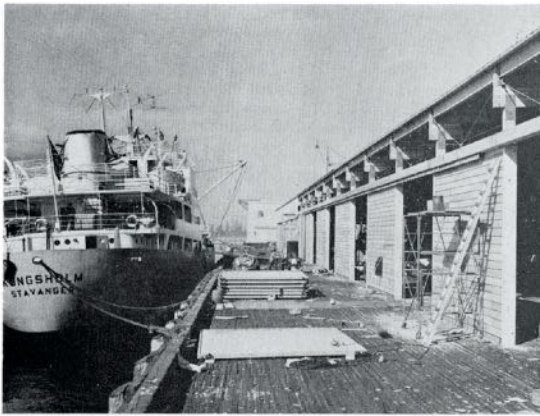


Side view of woodroom showing log haul.



New wood room will be completed by year end.

Wharf extension in final stages—is now completed.





This is Canada

Small in Population — Rich in Resources

CANADA is the world's second largest country next to Russia with an area of 3,845,774 miles.

ORIGIN OF THE NAME

The name Canada originated with a Huron-Iroquois chief who took French explorer Jacques Cartier to visit his village, near the site of the city of Quebec. The Indian, a chief named Donnacona, used the word "Kanatta", meaning the collection of huts, and Cartier mistakenly assumed that this was the name of the whole country and entered his spelling of the name in the records.

POWER AND TRANSPORTATION

Canada is the world leader in fresh water areas, vital to transportation and power generation. The Great Lakes-St. Lawrence River system, the nation's principal waterway, is navigable for 2,000 miles, from the Atlantic Ocean, through the Great Lakes and into the heart of the United States at Chicago. Even longer is the great MacKenzie system, navigable for over 2,600 miles, through the Northwest Territory to the Arctic Ocean. On the West Coast there is the Fraser River system, and the Columbia, which flows into the United States but has its source in B.C. Both systems have vast potential power resources.

POPULATION

With one of the world's largest land areas, Canada's population density is among the lowest of major nations. Population today is approximately 18 million, with an estimated density of five persons per square mile. This compares with 50.4 persons per square mile in the United States and 80 in Europe (excluding Russia).

The four leading cities of Canada are Montreal (population 1,700,000), Toronto (1,500,000), Vancouver (670,000), and Winnipeg (410,000). These figures represent "metropolitan" areas.

RACIAL ORIGINS

About one-third of the Canadian population trace their racial origin to the British Isles; and an equal population are listed as "other Europeans". In the latter are over four million French Canadians, whose ancestors have lived in the country since the 17th and 18th centuries. The next largest racial

origin, German, is responsible for close to a million of our population. Those of Asiatic origin total around 75,000.

MANUFACTURING

Forest products lead all Canadian manufacturing industries. Pulp and paper, with 128 establishments, is the largest user of services, employs the largest personnel, has the largest annual payroll (\$320 million) and earns the largest income (\$1.5 billion). It also makes the greatest single contribution to the nation's treasury through taxes (\$200 million). Sawmills are the second largest employer of labor and rank seventh among Canadian industries.

PETROLEUM

The petroleum industry has enjoyed a spectacular growth in the past two decades. Today it is the nation's second largest manufacturing industry. Canada is the leading producer of oil in the British Commonwealth. Canadians use more petroleum products per capita than any nation, except the United States and the margin of difference is slight. The Canadian figure is 630 Imperial gallons per capita, the U.S. 660 Imperial gallons.

AGRICULTURE

Agriculture is the nation's most important primary industry, with a cash income of \$2.8 billions per year. Fifteen per cent of the nation's labor force is engaged in agriculture.

NEWSPAPERS

There are 107 daily newspapers in Canada, with a total circulation of 4,500,000 copies. Twelve of the dailies are published in French. There are nearly 900 weeklies across the nation—730 English and 160 French—with combined circulations of nearly 7 million. In addition there are 140 foreign language papers. These are mostly weeklies, with circulations totalling about 600,000.

Over and above the newspapers, there are 700 publications in the magazine field, whose total circulations reach the impressive figure of 14 million. A further 200 trade publications with total circulations over 1 million are included in the official list.

MACMILLAN, BLOEDEL AND POWELL RIVER LIMITED
VANCOUVER, B. C.

MEMORANDUM

TO: **Digester Readers**

FROM: **The Editor**

DATE: **September - October, 1961**

SUBJECT: **"Some Features in This Issue"**

The Pacific Northwest is looking forward to its greatest tourist year in history. Seattle's World Fair "Century 21", with its amazing panorama of the shape of things to come, will be the big attraction. British Columbia as Washington's neighbor across the border will play host to many thousands of visitors from the Seattle Exposition. Something of what may be expected is outlined in this issue.

Over a century ago, the Royal Engineers, the famous road builders of the British Empire laid the foundations of the original Cariboo Road in British Columbia. This great arterial highway is still the main entry to the Cariboo and the interior of British Columbia. "Century 21" tourists coming to our province will be interested in the story on pages 6 and 7.

Wood and forest products are the basis on which British Columbia—and indeed much of the Pacific Northwest's—prosperity rests. The article on plywood (pages 10 and 11) illustrates some of the advantages of this product in house construction.

Among other special features is the presentation by Mr. H. R. MacMillan of the historic Order of The Bath to the Canadian Government for the Archives Department; and the conferring by the students of the University of British Columbia of the GREAT TREKKER award on the Honourable J. V. Clyne, Chairman of our Company's Board of Directors.

The list of new executive and supervisory appointments and the development report on the new Alberni machine will help keep readers in close touch with the latest progress and operations of the Company.



Pulp for world markets is shipped direct from MacMillan, Bloedel and Powell River plants at Harmac, Port Alberni and Powell River.

**MACMILLAN, BLOEDEL AND
POWELL RIVER LIMITED**

NEWSPRINT - PULP - CORRUGATED CONTAINERS - KRAFT PAPER
BAGS - LUMBER - PLYWOOD - FLAKEBOARD - SHINGLES
DOORS - PRES-TO-LOGS - ROOFING - BUILDING MATERIALS
PAPERBOARDS AND PACKAGING



The DIGESTER

PUBLISHED BY MACMILLAN, BLOEDEL AND POWELL RIVER LIMITED

November-December 1961

Season's Greetings

Vol. 37, No. 6

November-December, 1961

THE DIGESTER

Published bi-monthly by MacMillan,
Bloedel and Powell River Limited,
whose head office is located at 1199
West Pender Street, Vancouver 1, B.C.

J. A. Lundie, Editor

COVER

Scenic view of Jervis Inlet near Powell
River shows mountains with first mantle
of snow heralding the approach of winter.

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SEASON'S GREETINGS

At this Season of the Year it is our privilege, on behalf of MacMillan, Bloedel and Powell River to again extend the Season's Compliments and New Year Greetings to our many friends in all parts of the world.

In the past year we have all faced many national problems and international uncertainties in our respective fields of operation; and your continued confidence in our Company, its people and its products has been most heartening.

It is with sincere pleasure that we extend to you and yours

COMPLIMENTS OF THE SEASON
AND
BEST WISHES FOR A PROSPEROUS AND
HAPPY NEW YEAR





The Hon. J. V. Clyne

Chairman Addresses Groups in Widespread Areas

In the past few months the Honourable J. V. Clyne has travelled thousands of miles to address gatherings at many points across the nation and in the United States

In a recent address in New York, the Honourable J. V. Clyne, Board Chairman, said:

"Before I joined MacMillan, Bloedel and Powell River Limited, I was a judge of the Supreme Court of British Columbia. When I left the bench, an irreverent friend remarked that I was the first judge he ever knew who had sentenced himself to fifteen years hard labor. I am beginning to realize the truth of this remark."

The demands on our Chairman's time by public and business groups have certainly been gruelling. In the past several months he has spoken to investment and business groups in New York, Montreal, Winnipeg and Vancouver. He has addressed Board of Trade and employee groups in several B.C. communities. He has analyzed tariffs, trade and related economic activities. He has discussed government, business and public responsibility in the economic development of the nation. He has on several occasions touched on the various facets of the European Common Market and reviewed the background, development and place of his own Company in the nation's business.

On the European Market, Mr. Clyne observed:

"The United Kingdom must make its own declaration of whether it should or should not join the Common Market. While U.K. entry may affect Canada through some loss of Commonwealth preferential tariffs, it may be hoped that negotiations will result in general tariff reductions for the whole European community. Certainly, if the United Kingdom stayed out of the European Common Market and her economy declined as a result, Canada's business with all Europe would decline."

On Economic Planning, the Chairman declared:

"Responsibility for overall economic policies should never be taken out of the hands of elected governments—Canadians can look forward to continuing economic rewards for their work if planning is done under policies which provide investment capital with confidence in future development."

"Policies directed towards freer trade, lowering of tariffs and a sensible tax structure have helped British Columbia grow and prosper."

"There is a wide difference between economic planning and a planned economy."

On the development and growth of his Company, Mr. Clyne pointed out that:

"No five year period in our history as a public Company has passed without the announcement of one or two major developments. There is no reason to think this aggressive policy will change as long as there is a steadily growing demand for forest products."

"In the past 10 years, our Company has spent nearly \$300 million on modernization and expansion."

Before a Toronto audience the Chairman reviewing the recent amalgamation between MacMillan and Bloedel and Powell River Company said:

"In combining the resources, supervision and personnel of these two long established companies, the foundation has been laid for a Company which in this country (Canada) will be unexcelled for the range of its products and its capacity to compete successfully in all markets."



E. D. Sutcliffe

E. D. SUTCLIFFE

APPOINTED DIRECTOR

PLANNING, RESEARCH

THE appointment of Mr. E. D. (Doug) Sutcliffe as Executive Director of Planning and Research for MacMillan, Bloedel and Powell River was announced in November by Board Chairman, the Honourable J. V. Clyne. Mr. Sutcliffe is replacing Mr. Andrews, who is retiring at the end of this year after 41 years of consecutive service with the Company.

A former official of the B.C. Electric Company, which has been recently taken over as a public company by the British Columbia government, Mr. Sutcliffe is considered as one of the province's most capable younger executives. He has had wide experience in administration and in the field of planning and research. Prior to his appointment by MacMillan, Bloedel and Powell River he held, among other responsibilities, the position of General Manager, Marketing Division for his Company.

Concurrently, he was General Manager, Western Development & Power Ltd.; Managing Director, Pleasant Valley Gas & Oil Company; and Director, Peace River Power & Development Company.

With B.C. Electric and associated companies, Mr. Sutcliffe directed and carried out numerous economic studies and his expert knowledge and advice on administrative and planning problems were frequently solicited in public and industrial hearings. He has been active in leading traffic and transportation associations on the continent.

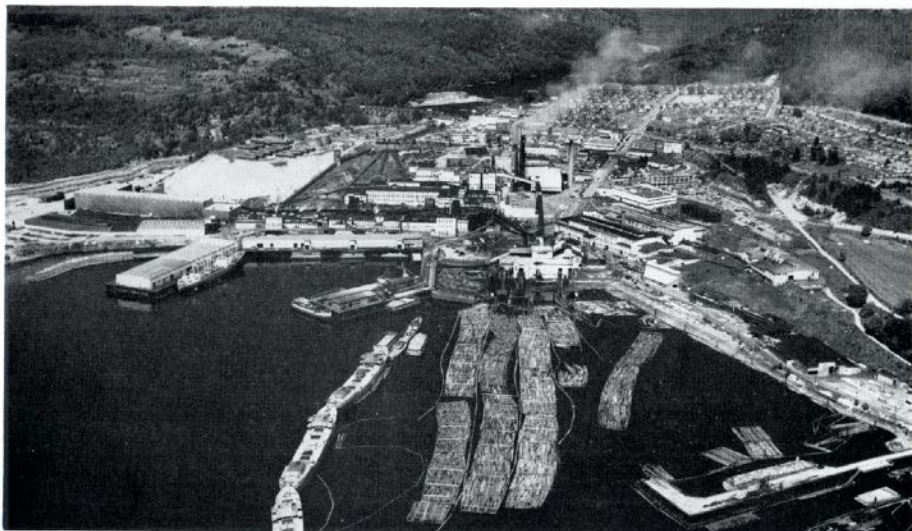
Born in Montreal, he came west with his parents as a youngster and took his grade and high school education in the capital city of Victoria. He attended University of British Columbia, graduating with a B.A.Sc. degree in Mechanical Engineering. He carried on to obtain his Masters degree at the University of Toronto.

In World War II he was with the R.C.E.M.E. branch of the Canadian army. He had been promoted to Captain when he was discharged in 1945; and immediately after the war joined the Planning Department of the B.C. Electric. He was appointed Director of Planning and Scheduling for the Transportation Division, later Executive Assistant and then General Manager of Western Development & Power, and General Manager, marketing.

At present, Mr. Sutcliffe is a member of the Professional Engineers' Association of B.C., a Director of the Canadian Gas Association and a member of the B.C. Chapter of the American Marketing Association. In the Community field he is a Director of St. Paul's Hospital.

The Digester, along with his many friends in the business and professional world, extends congratulations on his appointment to this key post in the Company organization.

\$7 Million for at



Powell River Division of MacMillan, Bloedel and Powell River Limited.

COMPANY plans announced a year ago, earmarked total immediate expenditures of nearly \$7 million for modernization and improvements in the Powell River division.

The basic formula behind these expenditures is to produce ever better quality in the various types and grades of newsprint stock manufactured in the plant; and to ensure maintenance of high standard products in every phase and division of company operations.

The main features, in addition to numerous minor improvements, include completing the installation of centri-cleaning equipment on all machines; a new barking unit; and substitution of new head boxes on paper machines.

The centri-cleaners, which contribute the heaviest single item of cost, assist quality and printability by removal of foreign material from the stock. The centrifugal action separates heavier

foreign material from the fibres to produce a cleaner and more uniform sheet.

This installation is almost complete, with centri-cleaners now in operation on eight of the nine machines at Powell River.

With the Bellingham barker, the Powell River mill is equipped with advanced log cleaning techniques—enabling more complete cleaning of the log at the source with consequent improvement in stock quality.

The installation of new head boxes on older machines has been another quality improving factor. These have allowed a great improvement in paper formation—again with substantial betterment of printability.

Further uniformity will come with the completion of a new Central Screen Room where overall control of stock preparation is a main feature.

Modernization Powell River

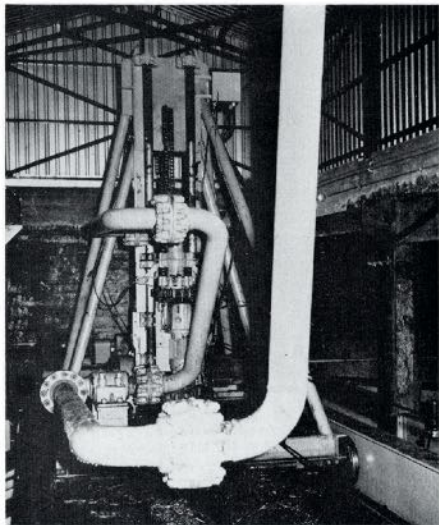
Quality the keynote as Centri-Cleaners, new Head Boxes and a new Barker initiated.

In 1961, many other changes were introduced all designed to increase operating efficiency, including automatic roll handling and finishing on number 5 and number 6 machines; a new winder on number 3 machine and other changes in the pulping process.

Another facet of the extensive improvements being carried on at Powell River is the increased versatility in production—particularly of the older machines, which are now able to handle a wide diversification of newsprint grades—telephone stock, supertone, etc., as well as certain corrugated media.

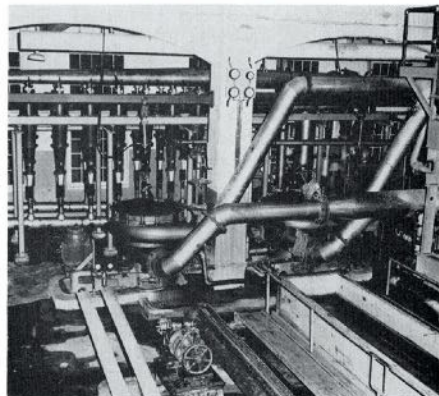
It is the company's intention to keep all its operations competitive in every field—and the expenditure of \$7 million for this purpose alone at Powell River is evidence of this policy.

The barker operator behind thick shatter-proof glass guides the water jet and regulates rotation of the log. (Difficult to photograph due to spray).



Travelling carriage on new Bellingham Barker at Powell River. The carriage carries the water jet over the unbarked log. Pressure of 1300 lbs. per square inch removes the bark cleanly.

Installation of Centri-Cleaners and screens will soon be completed on all machines at Powell River.





Nanaimo Daily Free Press offices and plant. Inset: Publisher Bill Lupton.



IN RECENT issues of The Digester we have been privileged to include brief articles outlining the background, growth and development of many famous United States county and state newspapers! These journals, while small in comparison with the great metropolitan dailies, have all exercised a profound influence on the political, civic and economic development of widely extended areas. In a true sense these hinterland papers represent the voice of the people.

This article carries the story of one of British Columbia's famous and long established dailies, which this year is observing its 87th anniversary as a newspaper.

"The Nanaimo Free Press", published in the historic city of Nanaimo, on Vancouver Island, 34 miles across the Gulf of Georgia from Vancouver, was first published in 1874 as a semi-weekly. In December, 1888, it entered the daily field and today is recorded on the roll of British Columbia newspapers as the third oldest daily in the province. Its two older brothers are the "Victoria Colonist" and the "New Westminster Columbian".

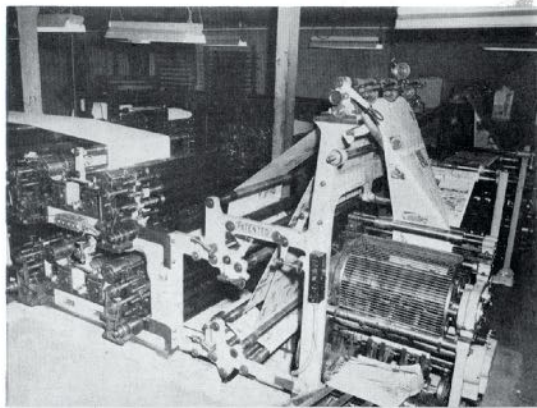
"The Free Press" was one of two dailies in Nanaimo until 1938, when it purchased "The Daily Herald", its opposition in the morning field. Before 1919 the paper was controlled and directed by the Norris family. In the twenties, the then publisher

87th Anniversary Observed by

Nanaimo Daily

Thomas B. Booth, sold "The Free Press" to four members of the company staff who, under the name of Nanaimo Free Press Limited, carried on operations until 1954, when it was purchased by the Thomson Newspapers.

One of the 16-page tubular presses in operation.



With the enlarged financial backing and the wide experience of the Thomson group a new era of expansion was ushered in. In 1957 "The Free Press" moved to new and modern quarters, which were opened in an impressive ceremony at which Prime Minister Bennett, Ralph M. Shaw, President, MacMillan, Bloedel and Powell River, and Ken Thompson, President of Thomson Newspapers were guest speakers.

Since the Thomson purchase, "The Free Press" has moved vigorously forward. In 1957 the paper was a 6-8 page issue. It has since increased to 14-32 pages. Circulation at the time of the purchase was 3,600. Current circulation is over 9,000. Advertising lineage has doubled from 3,000,000 lines to 6,000,000 annually.

Three new branches have been added in the past six years. The first is in Port Alberni, serving the large pulp and paper and sawmilling com-

Free Press

munity built up by MacMillan, Bloedel and Powell River.

A second branch is located at Courtenay, centre of an extensive logging and agricultural area of Vancouver Island. A third is at Duncan, south of Nanaimo in the heart of a timber and farming district.

"Nanaimo Free Press", strategically located in the centre of Vancouver Island, has a payroll of over \$250,000 annually, with two 16-page tubular presses and a large paper storage warehouse. It has complete Canadian Press service via teletype.

Present publisher is Bill Lupton well known and popular in British Columbia newspaper circles. Before coming to Nanaimo, he was associated with several eastern papers including Chatham News, Brantford Exposition and Guelph Mercury. Bill is prominent in the community affairs of the area, is a Past President of the Nanaimo Chamber of Com-



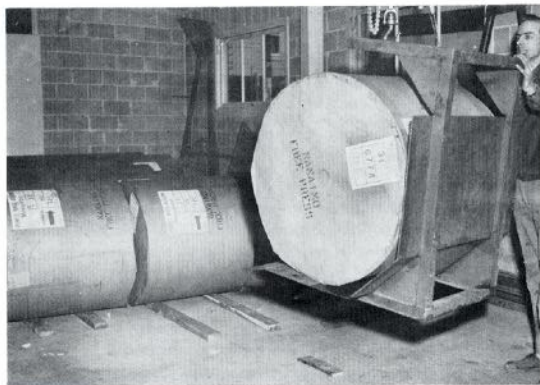
Publisher Bill Lupton (left), shows plant to MacMillan, Bloedel and Powell River Board Chairman Hon. J. V. Clyne and L. G. Harris, Manager of Company's Harmac and converting operations during recent visit to Nanaimo.

merce, a Director of the B.C. Chamber, Past President of the Rotary Club, to name a few.

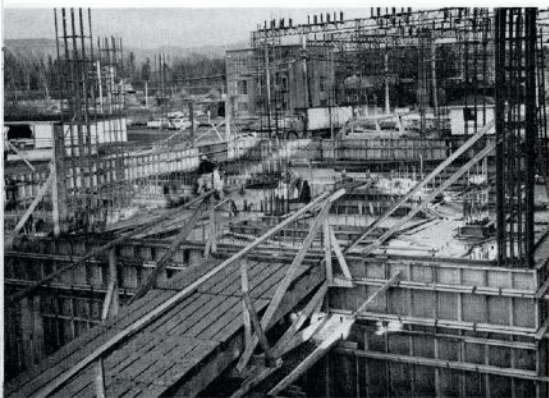
Editor of the "Free Press" is Jim Curran also well known in Nanaimo and in provincial newspaper circles.

To the Free Press and its staff, continued good wishes for further progress in the years ahead.

Ingenious hydraulic hoist transports Powell River-Alberni newsprint rolls to Free Press storage area.



Continuing on Schedule at Alberni



Steady progress on Greenwood Mill as reinforcing steel goes up.

Sawmill in operation in December; All equipment to be bid in January

STEADY Progress. No undue complications and schedules maintained.

This is the continuing story of paper machine construction at Alberni, as crews methodically carry on their building and installation operations.

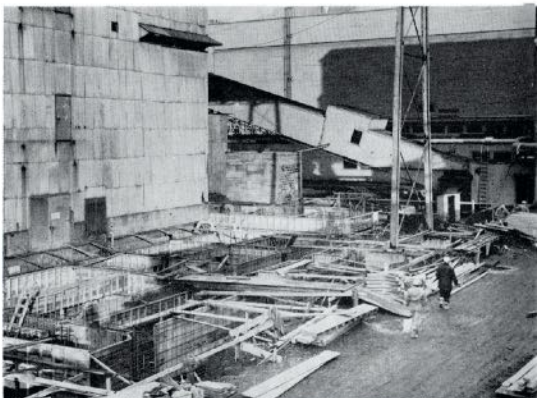
Foundations on the Machine Room building are well advanced; and before this issue reaches our readers the new Wood Room will have been completed and in operation.

On the Greenwood Mill all concrete work up to the basement floor slabs has been finished. The Steam Plant and Turbine foundations are in place, and structural steel erection is underway.

The important business of equipment installation is next on the program, and bids for all machinery and equipment will be issued in January.

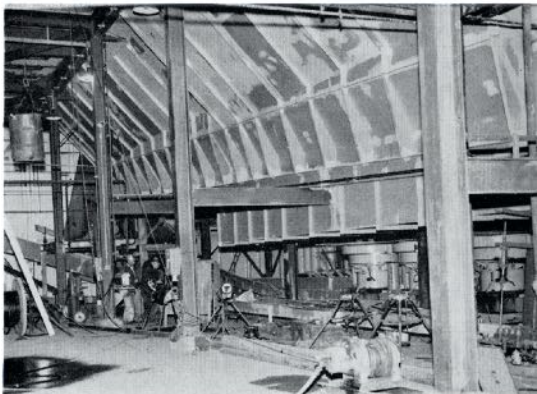
Grinder Room equipment will consist of six magazine type grinders. A new hog fuel burning boiler and a new 2600 K.V.A. turbo generator will be housed in the Steam Plant building.

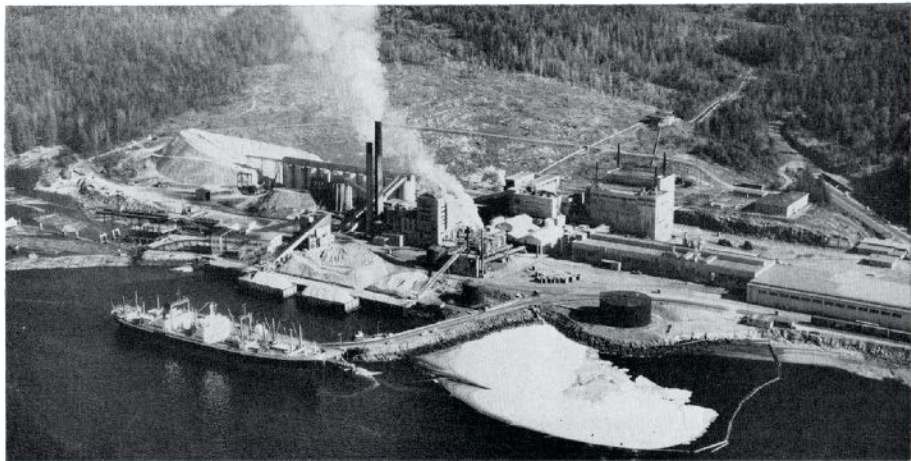
The new Machine Room building will be 660' long—a nice 220 yard straightaway dash. The Alberni operations will keep some 250 men steadily employed throughout the winter months.



Construction to building to house No. 3 Boiler is well underway.

Lower floor of new Wood Room which has now been completed.





Company's Harmac Plant near Nanaimo, on Vancouver Island.

Preliminary Surveys Start Immediately as

EXTENSION PLANNED FOR HARMAC PLANT

A RECENT announcement from the Chairman's office stated that MacMillan, Bloedel and Powell River was initiating preliminary surveys for an expansion to its bleached kraft plant at Harmac, near Nanaimo.

Mr. Clyne emphasized however that any detailed announcement at this stage would be premature because of the necessity of maintaining a flexible position in view of changing patterns of world market conditions. The impact of the European Common Market on Canadian trade and industry cannot yet be assessed.

Meantime the Company intends to proceed with site clearing operations; and the extent of possible expansion and construction schedules will probably be known early in 1962.

Site clearing operations will be started immediately—a move that will contribute to assisting employment opportunities during the normally slacker winter months.

The present Harmac mill has a capacity of 252,000 tons of bleached pulp annually, practically all of which is exported and which has earned a most satisfying reception in world markets. Today, products from Harmac flow to some 40 markets; and if the expansion proceeds it will meet hoped for growth in these and other consuming areas.

The Harmac plant was first opened in 1951—and following later expansion is one of the nation's major producers of bleached kraft, employs 500 men and is the largest employer of labor in the Nanaimo district.

In this same announcement, the Chairman stated that \$7 million was being spent on modernization at Powell River; and that the new newsprint machine at Alberni is proceeding satisfactorily. (Further details on these two latter programs are contained in this issue).



Thirty minutes by car from the shores of Burrard Inlet is Vancouver's beautiful "backyard", Mt. Seymour, a skier's paradise.

Only 30 Min

Ski on Mountains around Vancouver
Golf or watch a Soccer

FEW cities the size of Vancouver can boast skiing and tobogganing within a half hour travel from golfing, soccer and other outdoor sports.

Well known as Canada's Evergreen Playground, Vancouver, strategically situated on the south side of one of the world's finest harbours, looks across to the picturesque North Shore with its back-drop of mountains, Hollyburn, Grouse, Seymour and others, all well within a hour's travel from the heart of the city.

The three mountains above all have fine skiing areas with modern facilities; and each weekend thousands of skiers flock to their slopes. On Hollyburn and Grouse they are whisked up the mountain side in a few minutes by chair lifts. On Seymour the motorist can drive direct to the ski slopes. The skiing season continues from early November until the beginning of May.

Most skiers enjoy their sport in the vicinity of the rope tows and lifts whose facilities and smooth runs make skiing less strenuous. The more rugged and venturesome souls wend their way on foot or with climbing skins up to the wide open slopes of

Over 100 teams of all ranks and ages play soccer all winter.





Golf is played steadily throughout the year on this typically picturesque Vancouver course.

nutes Apart

—Drive down in your car and play
Game half an hour later

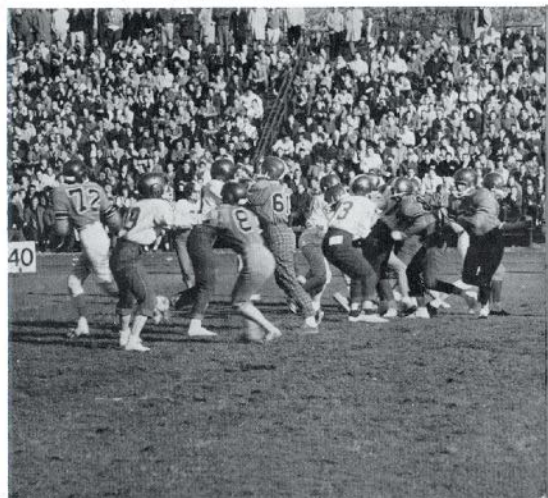
the peaks atop the timber line. The enthusiast is well rewarded for his labors by the sight of vast areas of uncluttered hills with rich carpets of untracked powder snow. And on a clear day, the view looking south over the Gulf of Georgia and north and east over a never ending mass of snow covered mountain peaks is unsurpassed in the northwest.

At the foot of the mountains, less than half an hour's drive away others are enjoying outdoor activities—golf, soccer, rugby, grass hockey and normally tennis. Further variety is provided by the sight of the frostbiters bedecked in colourful sails manoeuvring their boats in and out of the harbour.

Many of our friends and neighbors to the south of us still think of Canada as the land of ice and snow. But our west coast, warmed by the waters of the Japanese Current rarely faces zero weather. Last year Vancouver saw no snow and only a few days when the temperature dipped below freezing.

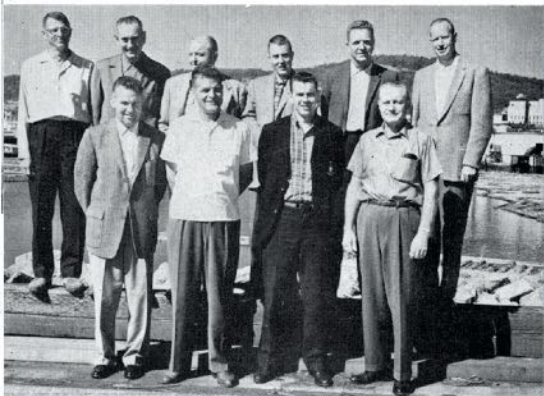
We cannot offer the visitor the warm climates of the south but for all year round enjoyment of the outdoors in a truly Evergreen Playground, Vancouver can compete with the best.

Below is action in the famous Girls' "Powder Puff" Game, an annual feature at U.B.C.



AS WINTER APPROACHES

Our Visitors Album Closes



(Left to right):
Mr. David Pollock; Mr. N. Schmitt, Seattle Shopping News; Mr. P. Sullivan; Mr. G. Bartell, Jr.; Mr. B. Sullivan; Mr. R. Goranson.

(Front, left to right):
Mr. L. Hoskins; Mr. V. Miller; Mr. N. Schmitt, Jr.; Mr. W. Christenson, all of Seattle.



(Left to right):
Mrs. Holden; Mr. Jack Holden, Publisher, Loveland Reporter-Herald, Loveland, Colorado; Mrs. Stoddard; Mr. C. Stoddard, News Editor, Empire Courier, Colorado; Mrs. Ballantyne; Mr. W. Ballantyne, Mgr., British Columbian, New Westminster, B.C.; Mrs. Williams; Mr. D. Williams, New Westminster, B.C.

Mr. H. H. Cahill, General Manager, Seattle Times; Mr. Gerald Quinn; Mr. C. S. Mathers; Mr. H. O. London; Mrs. Cahill; Mrs. Quinn; Mrs. Mathers; Mrs. London, all of Seattle, on the way to Rainbow Lodge on Powell Lake.

WITH the Fall and Winter days sharpening the air and the first mantle of snow whitening the mountains, the rush of Summer visitors is over until the balmy breezes of next May and June stir the pulses and inject that holiday feeling.

It has been a fine summer for vacationing and hundreds of old friends and new, have visited our properties, tried our fishing and enjoyed our climate—which was on its best behavior, for five months, almost without a break.

So, in closing off our Summer Album we send our best wishes to our many visitors and we hope you enjoyed your trip to British Columbia.

Cheerio till next Summer.





"Haida Carrier" fully loaded is quickly towed to destination.

The self-dumping barge, pioneered by MacMillan, Bloedel and Powell River in 1954, has revolutionized log towing in British Columbia waters. Designed primarily for carrying logs safely over unprotected open spaces of water along the coast, it has completely supplanted the former useful but now outdated Kelley and Davis rafts.

Today, MacMillan, Bloedel and Powell River has three of these barges in commission. The big, cumbersome, steel roped raft towed behind a tug and vulnerable to the winds and heavy swells of the Pacific, has completely disappeared from the Company payroll.

All logs cut in the Queen Charlotte Islands, 450 miles north of Vancouver, are now carried direct to their destination by log carriers. Regular

SELF-DUMPING LOG CARRIERS REPLACE RAFTS IN LOG TOWING

PICTURES of a self-dumping barge appeared in a recent issue of the Vancouver Daily Province. The editor, aware that few people outside the industry, had ever seen such a log barge in operation, felt constrained to add an explanatory note in his caption, which read:

"Horrified spectators in New Westminster made a run for the nearest phone when the barge suddenly listed to port."

What happened! Accident! No!

And on page 2 the editor goes on to inform readers that the apparent "accident" was just a normal day in the life of MacMillan, Bloedel and Powell River's self-dumping log barge, Haida Carrier.

The pictures graphically illustrate the simple process of unloading logs from the carrier. Water is simply let into the flooding tanks on one side of the barge, causing the list shown in the pictures. The logs slide off into the water and in a few seconds the barge rights itself.

"dumps" are made at Powell River, Teakeme Arm, Howe Sound and in the Fraser River at New Westminster.

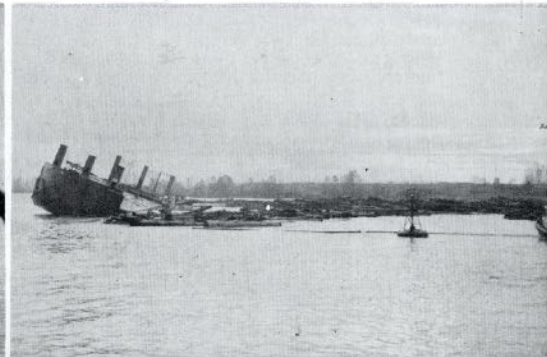
The Haida, is the largest log towing barge yet launched. She carries 1,500,000 feet of logs and makes the return journey from the Queen Charlotte Islands in 8½ days. This contrasts with an average of at least three weeks in the days of the cumbersome raft. Logs are unloaded in the space of a few minutes; and are then sorted and made up into flat booms for mill use. Breaking down of rafts, with the consequent loss of many days, time and effort is no longer necessary. Early in 1962, two cranes will be installed on the Haida making her self-loading as well as self-dumping. A not unimportant factor in carrier towing is the protection of logs from teredo infiltration while en route.

The sudden list of the barge at New Westminster was no accident. That's the way the logs bounce in the carrier era!

Tanks flooded, barge lists and logs slide off easily.



Load dumped, barge rights itself in seconds.





Water bombing by large aircraft, carrying up to 7,000 gallons of water, has been invaluable in fighting fires in inaccessible areas.

FEW people, outside of those directly connected with forestry and logging, realize or stop to think of the work and cost involved in protecting the forests from fire, insects, and disease. The long, dry summer just passed, with its many disastrous forest fires across the nation has focused attention on these dangers.

Production of forest products is not just the simple process of moving into the woods and cutting down the trees. Forests must be for present and future use, and protection is a complex and costly business. Operators must be ready to fight fires when they occur and to combat insects and diseases which might attack trees. In the forest, as in the animal kingdom, survival of the fittest is still a cardinal rule. The forest industries, in their own interest, must spend time and undertake heavy expenditures in assisting survival through scientific research.

FOREST FIRES

Fire is the most deadly enemy of the forester and logger. It is also the most costly. This year in British Columbia alone, fire destroyed an estimated \$40,000,000 worth of timber, largely as a result of lightning. Last year 68 per cent of the cost and 70 per cent of the damage by fire in B.C. was attributed to this phenomenon of nature. The other 30 per cent was attributed to various causes in which carelessness or inattention by the public—hunters, picnickers, motorists, etc., played no small part.

No practical solution has been found to prevent lightning fires and the problem of controlling them at the initial stage is almost entirely dependent on access. Aerial water bombers and helicopters in recent years have injected a new and invaluable addition to our techniques of prevention and

FOREST PROTECTION

control in what were formerly inaccessible areas. The importance of readily available aircraft has been underscored by the many outbreaks of fire in Canada's forested areas in 1961; and the need for larger and more co-ordinated aerial attack forces has become evident.

Fires occurring in or near logging operating areas are usually accessible and can be controlled largely by "ground forces". Most companies have highly efficient and well trained fire fighting crews ready for quick action against outbreaks.

MacMillan, Bloedel and Powell River as an example, maintains over \$2,000,000 worth of fire fighting equipment. Each logging site has in instant readiness, power pumps, tank trucks or trailers, hoses, extinguishers, shovels, axes and back-pack pumps. Radios in all logging trucks and pick-ups maintain continuous communication between woods and camps. Fire drills are conducted at frequent intervals and each man has a specific job to do when the fire whistle blows.

Other cost areas involve the maintenance of roads no longer used for logging but essential for access in case of fire; and the regular aerial fire patrols carried out over Company logging operations and timber holdings during periods of high hazard.

INSECTS AND DISEASES

From time to time insects like the hemlock looper or the black headed bud worm attack certain areas of the forests. These infestations, which

periodically cause heavy damage, must be detected early and where possible destroyed. Aerial spraying is the best method of controlling insect outbreaks over large inaccessible areas. Where several ownerships may be involved, the control project is planned and carried out through the Pest Control Committee of the B.C. Loggers' Association.

Aerial spraying faces many complications. It is not a matter of casually flying over the trees and turning on the spray. Extreme care must be exercised to prevent the chemical spray from polluting streams or lakes and endangering fish and other wild life. When a spray project is necessary, it is planned in close co-operation with the Federal Department of Fisheries and the Provincial Fish and Game Branch. This co-operative relationship has become a model for others and has resulted in the virtual elimination of damage to fisheries.

Timber which has been killed by insect attack must be logged within two or three years before decay or other secondary insects destroy the value of the wood for lumber and pulp. Frequently, these

stands are in remote areas—and a costly road building program is necessary to recover the timber in this period. However, with aerial patrols carried out at the right time of the year to spot attack by insects or disease, most infestations can be identified and controlled.

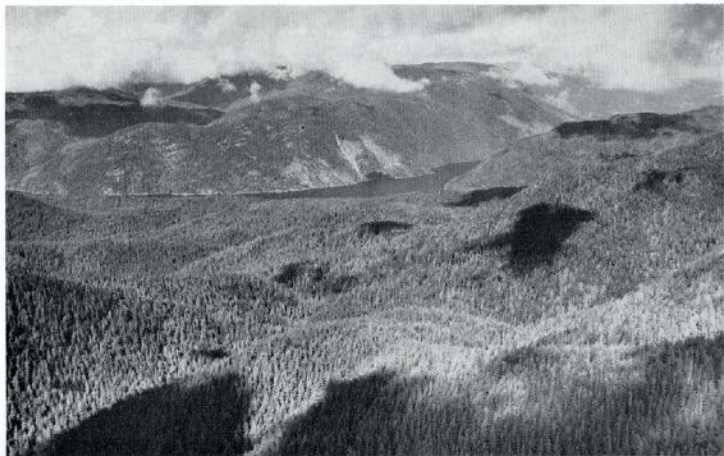
Some insects are always with us in sufficient numbers to be a continuing problem. Damage from the Ambrosia Beetle which attacks felled logs both on the ground and in the water, is controlled by spraying log booms before the time of beetle-flight and by ensuring that logs susceptible to attack are removed from the woods before beetle-flight. The teredo, a member of the clam family, infests logs stored in salt water for more than a few months, necessitating special storage areas in fresh or brackish water for peeler and sawlogs. Infestation by the Ambrosia Beetle can cause a 10 per cent loss in grade from a saw log; a toredo infection can completely destroy it.

Yes, it is a complex and costly business to look after the forests; but modern methods and techniques are eliminating or controlling many of the hazards. If we can achieve greater control of lightning fires, loss can be greatly reduced. This can only be accomplished by providing a larger and more co-ordinated aerial fire fighting force, available on call to any threatened area across the nation. But the operation of such aircraft involves heavy expenditures and cannot be financed by industry alone. Canada's disastrous experience this year in having some 2,500,000 acres of forest land ravaged by fire suggests that Government—both Federal and Provincial—should give serious consideration to sharing the responsibility with industry for the establishment and co-ordination of such a force.

— a Complex and Costly Business

**The disastrous fires that have swept our nation this year points up
the urgent need for a planned policy of fire fighting**

With the water bomber a fire in this stretch of virgin timber can be quickly reached and checked.





Around Our Communities

S.S. Ardbrae Carried Big Lumber Cargo

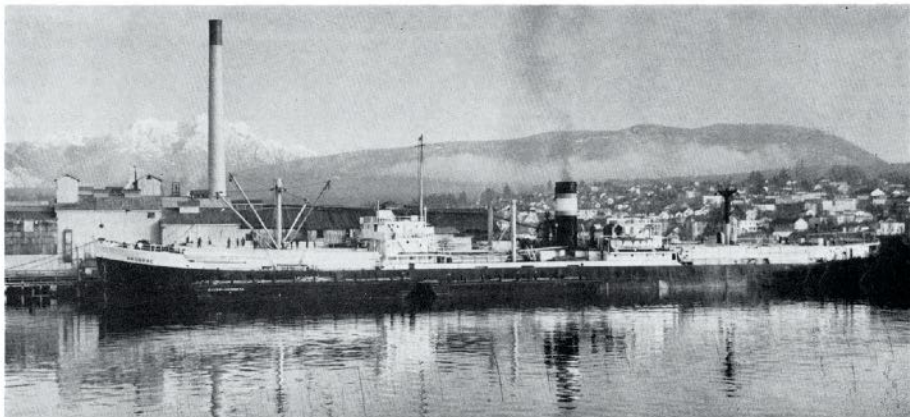
With a whisker under 5 million f.b.m. of British Columbia lumber, S.S. Ardbrae cleared Port Alberni early in December.

The lumber was shipped in equal proportions of close to 2½ million feet from each of MacMillan, Bloedel and Powell River's Somass and Alberni Pacific sawmill divisions at Port Alberni.

In this particular instance, the small dimension lumber was loaded below decks and 12"x12" timbers made up the deck load.

Because of congestion at the port of destination, it was planned that the deck load would be dumped into the water while the ship anchored in the stream. The timbers would then be towed ashore. The smaller lumber to be offloaded normally at dock side.

S.S. Ardbrae loading lumber at Port Alberni.



Impressive Safety Records in Several Divisions



Sawmill, block loaders division at Powell River employing 120 men have achieved a remarkable record of safe workmanship (see article), total 740,000 consecutive hours without an accident. Above Barney MacDonald, department superintendent (centre), receives congratulations from Murray Mouat, President, Pulp & Sulphite Union, Local 76 (left), and Resident Manager, R. M. Cooper.

OUTSTANDING SAFETY PERFORMANCES

Some interesting and impressive safety records have been achieved in the Alberni and Powell River divisions.

In the Alberni area, the Somass Powerhouse Department has worked 3,536 accident free days; and the Filing Room 4,761 days.

A very meritorious performance has been rung up by the Alberni Pacific Green Chain crew of 34 men, who have carried on without an accident for 1,505 days.

One of the most impressive performances in the industry is still being carried on by the Sawmill division at Powell River. This crew of 120 men have worked over 730,000 man-hours without lost time. The department suffered its last accident on March 21, 1958.

An almost equally fine record has been chalked up by the dock and shipping crews. Like the sawmill, it is a "heavy" operation, requiring careful and cautious workmanship at all times. This department now shows 400,000 consecutive man-hours of safe working. The last accident was in September, 1957.



The Alberni Pacific Green Chain crew have carried on without an accident for 1,505 days.

CIVIC ELECTIONS HOLD INTEREST

Civic elections held the spotlight in British Columbia's cities and municipalities in early December.

In areas of MacMillan, Bloedel and Powell River operations there were some interesting contests. Perhaps one of the most dramatic was the victory of Fred Bishop over former Mayor Mabel Anderson of Alberni. Mrs. Anderson, during her term of office, has provided many exciting—even unorthodox—episodes to entertain or enliven gatherings. She was a controversial figure, and the Alberni contest was a main centre of interest.

In New Westminster, Mayor Beth Wood, popular incumbent was re-elected. She was the only woman mayor or reeve re-elected this year.

Two other civic stalwarts Mayor Loran Jordan of Port Alberni and Reeve Ray Weaver of Powell River were returned to office, the latter for a fourth term.

GOOD HUNTING AROUND THE COMMUNITIES

For employees and residents in our community areas—Port Alberni, Chemainus, Ladysmith, Powell River, etc.—the hunting has been good this season.

Of special interest was the deer derby organized by the Knights of Columbus in the Ladysmith-Chemainus area. It was a two-day affair and first prize naturally went to the nimrod with the largest deer.

Surprise! Two entries each shot a buck, each weighing exactly 147 pounds, to split the first prize. Sharing top honors among the 300 entrants was Mrs. Jim Brown, who brought in a nice fat 135 pound specimen. In all, 31 deer were weighed in on the first day and another forty on Sunday. Copper Canyon, an area in which MacMillan, Bloedel and Powell River conducts regular logging operations proved one of the most fertile deer country areas. Thirty-three of the seventy-one bucks brought down were found here. The Nanaimo Lakes—South Forks area yielded thirty-three to surpass the "Canyon".



This is Canada

Part 2

OCCUPATIONS OF OUR PEOPLE

THE changing pattern of Canadian life is shown in the steady proportionate decline in agricultural workers and the rapid expansion of manufacturing activities.

In the early years of this century, the agricultural worker was the employment giant; and save for a few exceptions the labor force was almost entirely male.

Today women make up about one-quarter of occupied Canadians; and manufacturing is the largest single source of employment. Agriculture which employed 40% of the labor force in 1901 now employs around 12%. The total of gainfully occupied is close to 6 million disposed largely as follows:

Primary Industries (fishing, forestry, mining and trapping)	300,000
Governments (excluding Crown Corporations and Armed Forces)	300,000
Transportation and Communication	400,000
Construction	500,000
Wholesale and Retail	700,000
Manufacturing	1,350,000
Agriculture	650,000

EDUCATION

Education in Canada, following the terms of the British North American Act, is the responsibility of Provincial Governments.

There are two types of elementary schools in Canada. In the provinces of Ontario, Quebec, Saskatchewan and Alberta, Roman Catholics or Protestants, who form a minority in any locality, may request the establishment of an elementary school of their own and direct their school taxes to the separate, rather than the public or majority school. The separate schools also receive government grants.

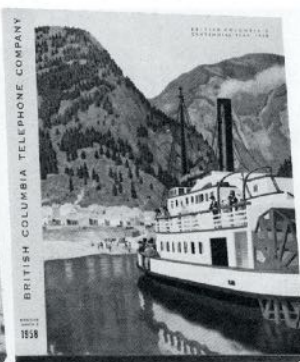
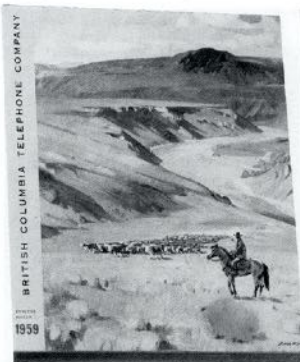
In Quebec, there are in effect two departments of education, representing Roman Catholic and Protestant committees, who control the schools of their respective denominations. In the other three provinces both separate and public schools are under control of one provincial department.

Newfoundland has retained a complete denominational system of schools. They are operated by religious denominations and the provincial government appoints four superintendents of education—one each from the Anglican Church, Roman Catholic, United Church and Salvation Army. In general, schools are supported without local taxation but with grants from the Federal Government.

The education of Indians and Eskimos is a federal responsibility.

Attendance at public and separate schools is close to 4 million. Included in this group are 7,000 children in overseas schools, largely in connection with our Armed Forces.

A total of approximately 110,000 Canadians attend universities. The largest enrolments in the group—University of Montreal, 14,950; Toronto, 14,000; University of British Columbia, 12,900; Laval University, 10,000; McGill University, 7,900.



Colorful covers for B.C. Telephone Company Directory painted by B.C. Artists.

ART & UTILITY COMBINE IN B.C. TELEPHONE DIRECTORY

FOR the past four years some of the work of recognized B.C. artists has been reaching hundreds of thousands of homes and businesses throughout the province in a unique reproduction form.

The medium for this mass distribution of art is the cover of the 800,000-odd telephone directories published each year by the British Columbia Telephone Company, for which MacMillan, Bloedel and Powell River Limited supplies the inside paper.

It all began when the B.C. Telephone decided to recognize the province's 1958 Centennial in some appropriate way. After considerable discussion officials came up with the answer: a directory cover featuring some significant historical scene or event of a century before, to be specially painted by a well-known B.C. artist.

The arrival of one of the first of the famous Fraser River stern-wheelers at the gold-rush town of Yale in 1858 was selected as the theme, and E. J. Hughes was chosen as the artist. A resident of Shawnigan Lake on Vancouver Island, Mr. Hughes is represented in the permanent collections

Mr. E. J. Hughes studies his original painting for the 1958 Directory.



of the National Gallery in Ottawa, the Hamilton Art Gallery, the Fredericton Museum, the Toronto Art Gallery and many others.

In preparing his preliminary sketch, he made extensive use of reference material and early photographs obtained from library collections and from the Provincial Archives. The result was an oil painting accurate down to the last details of costume.

Public reaction to the full-color cover of the 1958 directory was so favorable that the company decided to continue the practice.

The following year the scene shifted to British Columbia's famous Cariboo, and a painting by another recognized B.C. artist was chosen. This time it was Peter Ewart's work depicting a cattle drive at Gang Ranch near Dog Creek.

Again reaction was gratifying, and plans were laid for the 1960 directory cover. That year it was a painting by Jack Hambleton of North Vancouver, and the subject was the Swedish motor ship Wasaborg loading grain in Vancouver Harbor.

The 1961 cover brought Mr. Hughes' second appearance, with a painting entitled "The Cowichan River in July". Setting for the painting is a stretch of the Cowichan about half a mile from Duncan in an area locally known as "The Cliffs". In the far background is Mt. Bruce on Saltspring Island and to the left is Mt. Tzouhalem.

The telephone company plans to continue the series next year, with the work of another well-known B.C. artist yet to be announced.

MacMillan, Bloedel and Powell River as suppliers of paper for the directory for many years congratulates the B.C. Telephone Company on the artistic and imaginative presentation of their annual directory.

THE CHRISTMAS TREE HARVEST

A Scientific, Carefully Planned Industry

IN MOST of the Anglo-Saxon and many other lands, the Yuletide season centres around the purchase and decoration of Christmas trees. And Canada, including British Columbia, with vast acreages of the world's finest evergreens is playing an increasingly dominant role in the Pan American Christmas tree trade.

It is only in comparatively recent years that the Christmas tree industry has blossomed into a profitable and steadily expanding business. The days when we could walk out of the house and cut a tree within a few blocks of home have disappeared and are now just happy memories. Population increase and new housing have eliminated the old haunts and in less accessible areas forest protection regulations guard against indiscriminate cutting.

Christmas tree production is now a scientific, carefully planned industry. Tree farms have been planted in numerous areas and the crop cut during October and November is exported to many states and countries. Today, approximately 18 million trees are harvested annually in Canada—three-quarters of them for export. It is estimated that one in every four American families will celebrate their Christmas this year around a Canadian grown evergreen—fir, balsam, pine, hemlock or spruce—whatever species the family demands.

The expanding nature of this trade is illustrated in the recent and growing shipments to

Cedar boughs too are traditionally used as Christmas decoration in the form of wreaths or strings.



Either decorated with lights or sprayed and floodlit, the Christmas tree adds gaiety to the Yuletide.

Bermuda, the Caribbean area and as far south as Venezuela. The Mexican market, with growing potential is purchasing one-quarter of its trees from Canada. The Christmas tree long a symbol associated with the colder climes of the north is now finding its way into the tropics and sub-tropics.

Shipment of trees is no longer the haphazard business of a decade ago. Today trees are shipped in refrigerated ships or boxcars to ensure delivery over two and sometimes three week journeys to consumers. Baling of trees is as scientific and careful a process as packaging of many of our day-to-day commodities. Trees of the same length are lashed together in bundles, the number in each depending on the length of the trees. They are baled tightly with no branches protruding and tied firmly every 16 inches of their length.

British Columbia with a production of nearly 3½ million trees is third among Canadian provinces, behind Ontario (4½ million) and Nova Scotia (4 million).

Throughout the centuries greenery has played an important role in pagan and religious ceremonies almost since the dawn of time. The custom of celebrating Christmas around a tree originated in Germany in the 8th century. Legend records that Martin Luther, in the 15th century, was the first person to light a tree with candles, signifying the light that came into the world with the birth of Christ. Christmas trees were introduced into England by Queen Victoria's German husband, Prince Consort Albert. Early German, and later British immigrants, transported the custom to North America. The custom is now followed in practically all parts of the Anglo-Saxon world.

The decorated and lighted tree has become a symbol of the greatest of all Christian observances—Christmas.

MACMILLAN, BLOEDEL AND POWELL RIVER LIMITED
VANCOUVER, B.C.

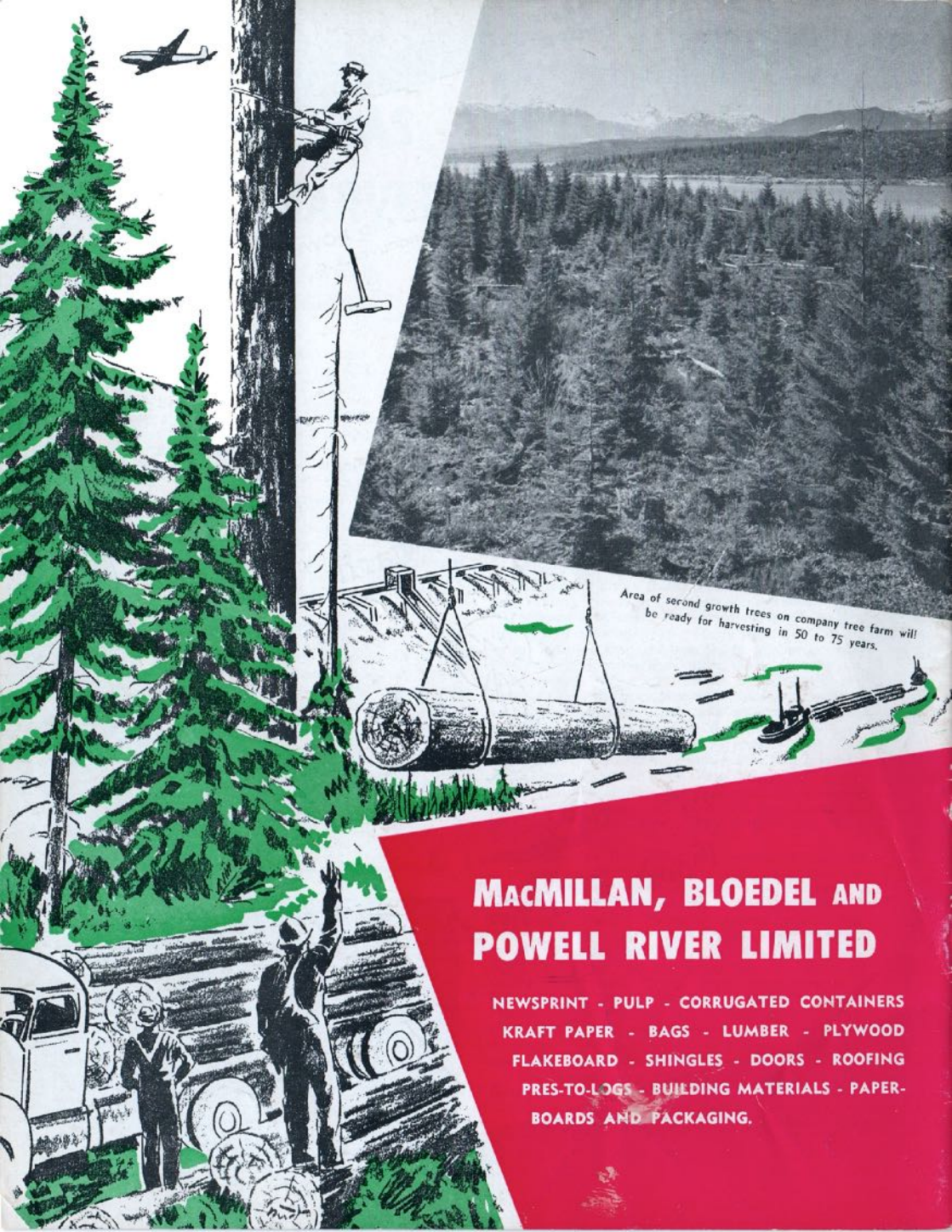
MEMORANDUM

TO: **Digester Readers**
FROM: **The Editor**
DATE: **November - December, 1961**
SUBJECT: **Christmas Season**

Peace on Earth



Good Will to Men



Area of second growth trees on company tree farm will be ready for harvesting in 50 to 75 years.

MACMILLAN, BLOEDEL AND POWELL RIVER LIMITED

NEWSPRINT - PULP - CORRUGATED CONTAINERS
KRAFT PAPER - BAGS - LUMBER - PLYWOOD
FLAKEBOARD - SHINGLES - DOORS - ROOFING
PRES-TO-LOGS - BUILDING MATERIALS - PAPER-
BOARDS AND PACKAGING.