



VOLUME XXXXIII

CONCRETE, SKAGIT COUNTY, WASHINGTON, JANUARY 28, 1954.

NUMBER 4

## THIS AND THAT

By H. L. D.

As the German comedian would say: "Der valley bengotten das upsettin snowfallen, mit cold-freezen und stove-stokin."

So, H. L. D. has been staying home by the fire this week and did not get down to snoop around for items for this column. Not that any exciting events have appeared on the social calendar for nearly everything planned for the past week and next week have been postponed until a foreseeable break occurs in the weather.

### Graduates From University

Robert J. Theodoratus, son of Mr. and Mrs. Harry Theodoratus of Van Horn, was among the 425 who received their degrees at the University of Washington at the conclusion of the autumn quarter. Robert received his degree as master of arts.

Robert W. Bradley of this city, a sophomore at the University of Washington, was named on the scholarship honor roll for the past quarter.

### SNOW BABIES BORN

Mrs. Marsh Rowland was rushed to the hospital through the snow from Marblemount Sunday night to give birth to a baby daughter at the Memorial hospital.

Other snow babies reported during the past week were a baby boy for Mr. and Mrs. Ellis Carpenter of Van Horn and a baby boy for Mr. and Mrs. Woodrow Johnson of Rockport. Mrs. Johnson made a hurried trip to the hospital Sunday through the snow.

The Marblemount Orthopedic group will not meet February first at the home of Mrs. Trudell. Announcement will be made later as to the new date.

The March of Dimes Men's Cake Baking Contest has been postponed on account of the weather. The new date will be announced later.

Grasmere Community Club's regular meeting has been postponed indefinitely.

### License Deadline Feb. 15

The deadline for obtaining 1954 auto license is February 15th, reminds county auditor Ed Danielson. Applicants are also asked to remember that the court house will be closed on Feb. 12th, Lincoln's birthday. Time is getting short.

After the deadline car owners without licenses will be subject to arrest and will be assessed a \$3.00 late renewal fee.

### Skagit Was Second Best For 1952-53 Steelheading

An interesting breakdown on the Skagit river steelhead fishing has been given in the report of the state game commission after studying punch cards for the 1952-53 season. The Skagit was the second best steelhead stream in the state, first place going to the Puyallup river.

A total of 12,114 steelhead were reported taken by sportsmen in the Skagit last season. The Puyallup produced 14,190.

Best fishing months on the local stream were March, February and December, in that order.

According to game department figures over 75,000 steelhead fisherman tried their luck in the various streams throughout the state last year. They took a total of 125,000 fish. This is contrasted with 1948 when only 19,000 fishermen went out after the wily steelhead.

### Jury Term Begins Next Week At Court House

The next jury term of the Skagit superior court will open Tuesday of next week, Feb. 2nd. On the calendar are several cases of interest in the upper valley.

The case of James Swinney, who is charged with robbery of Adam Rausch at Van Horn will come up February 4th.

Giles Evans, logger's union official charged with grand larceny, will go on trial February 9th, and the murder trial of Gerald William Edwards has been set for Feb. 18th.

## CHARGED ON FIRST DEGREE MURDER

Charles H. Deiner, who shot and killed Wade Reid here at Concrete last Thursday morning, was charged with first degree murder this week. The charges were filed by county Prosecutor Rueben Youngquist.

An autopsy showed that death of Reid was caused by a bullet thru the heart. Deiner fired two shots from his .32 caliber revolver, the first hitting Reid in the leg and the second entering his chest and piercing his heart.

According to the information given Sheriff Hinshaw, the shooting occurred in the bedroom of the home of Mrs. Anna Flodin. Reid entered the room and found Deiner in bed with the woman. After an argument in which Reid refused to leave, Deiner pulled his gun from under his pillow and shot twice.

Reid fell across the foot of the bed and died instantly.

The murder weapon was thrown into a snowdrift back of the Flodin home, Deiner told the officers.

Due to the deep snow no concentrated effort has been made to locate the gun.

## Contest Slated In School Election

A little excitement for the school election in the upper valley district this year was promised in the filing of two well-known candidates from Marblemount. The post for Director District No. 5 finds a contest between incumbent Don Eldridge and new candidate Karl Lindall.

The other position, in District No. 2, has only one filing—that of Mrs. Julia Prater, who has held the position for several years.

Filings closed last Saturday. The election will be held in all regular voting places of the upper valley on Tuesday, March 9th.

## TO ELECT THREE CITY COUNCILMEN

The town council will set the date for a Municipal Caucus at their regular meeting next week. With election coming up for three councilmen on March 9th, local politicians will get down to business in preparing a ballot for the citizens to mark.

Councilmen who terms expire are Gordon McGovern and Earl Hornbeck, both of whom are expected to be candidates for re-election. The third post will be for a councilman to replace Jack Hoover, who has been boosted into the mayor's chair for the balance of that term.

Councilmen remaining on the board for another year are Ritchie Johnstone and Mrs. Tomys Ellenberger.

## Rockport

By Judy Kaminaki

Mr. and Mrs. E. V. Pressentin are visiting in Seattle for a few days.

Michael Shular of Concrete is spending a few days with his grandparents, Mr. and Mrs. F. Shular.

Marlene Anderson was an overnight guest of Veda Melton Sunday night.

Mr. and Mrs. Frank Kaminaki spent Sunday evening playing cards with the Morgan Adairs.

Mrs. C. Worley and daughters are visiting at the Roy Pyatte home this week.

Mr. and Mrs. G. Sharrick spent Tuesday at the Wm. Pressentin home.

Mr. and Mrs. John Unger spent Tuesday evening at the Tom Runnels home.

Mr. and Mrs. Melvin McLeod of Marblemount visited Mary McLeod on Sunday.

Lowell Peterson of Concrete called at the Wm. Fritzinger home on Sunday.

Frankie and Billy Olson are spending a few days with their grandparents, Mr. and Mrs. Ray Johnson.

Mr. and Mrs. Martin Pressentin and daughter are spending a few days at the Clifford Williams home while the lights are off.

## Ask Permit For Dam

The first step toward the building of a \$12 million dollar dam on the upper Baker River was made last Thursday by Puget Sound Power & Light company with the filing of an application for a preliminary permit for the hydro-electric project with the Federal Power Commission.

The preliminary permit was requested in order to give the company sufficient time to complete the required engineering studies and procure basic data necessary for application for a license.

The proposed dam would be built at Eaglecreek canyon, about seven miles north of Concrete and would provide a generating plant of about 60,000 kilowatts. The new dam would also provide greater stream control on the Baker and enable additional power production from the present dam and power house here. The local plant capacity can be increased 50,000 kilowatts for a total capacity in excess of 150,000 kilowatts for the combined operation.

Work of building the new dam and power house, and new work at the local project would cost upwards of \$20 million dollars.

As the site has been long owned by the company and there are few controversial problems connected with its construction, it is anticipated that the Federal Power Commission will grant the permit and expedite the plans of the company for early completion of the new power source.

## Last Rites Held For Jack Gailey at Everett

Funeral services for Jack Gailey, former pioneer resident of Concrete, were held last Friday in Everett. He was 79 years of age. The services were conducted by Rev. M. M. Stocker at the chapel and burial was made in the Evergreen cemetery. Pall bearers for the late rites were members of the Everett Spanish American War veterans organization.

Mr. Gailey was born April 25, 1874. He was a veteran of the Spanish-American war and a member of the Nelson A. Miles post of Mount Vernon.

He is survived by his wife and has one sister living in Iowa.

A. B. Wiseman, county commissioner spent a couple of days in the upper valley this week, lining up bulldozers to open the county roads in this vicinity. Cats were hired at Concrete, Rockport, Van Horn and Marblemount.

## Church Named 'Shepherd of The Hills Lutheran'



Pastor Morris A. Thompson

Pastor Thompson, of the new Lutheran Church of Concrete, has set March 7th at the date for the first services of his congregation. Rev. Thompson has been busy the past week getting acquainted with residents of the town, as much as travel permitted and last week was a guest of the Concrete Lion's Club at their dinner meeting.

The name of the new church was approved by the head officials in a letter to Rev. Thompson today. The church will be known as "The Shepherd of the Hills Lutheran Church."

## POSTPONED GAMES WILL RUSH LEAGUE

Games in the Tri-County B league have been called off with disturbing regularity of late. So many will have to be made up that it looks like the teams from top to bottom will be playing two and three times a week to make the scheduled "B" tournament set for February 22nd.

Concrete is now three games behind; most of the other teams have two to make up and LaConner, Darrington and Lake Stevens are lucky with only one game postponed so far.

Concrete was supposed to play at Darrington last Friday night and were to entertain Sultan here on Friday. As there will be no school until Monday at best, this means another postponement.

In the league Monroe is still up in top position with 6 straight; Darrington is second and Skykomish, third. Others in order are Coupeville, Twin City (tied), LaConner, Lake Stevens, Oak Harbor, Langley, Concrete, Granite Falls and Sultan.

In the only games played recently Darrington beat Oak Harbor 53 to 47 and Lake Stevens downed LaConner 33-32.

## Marblemount

By Mrs. Karl Lindall

Nobody went anyplace or did anything but suffer at Marblemount the past week. Six feet of snow and still snowing. Tuesday was the third day with no electricity, which means no water, no cooking, no bath room facilities. The worst feature is seeing our precious deep-freezers thawing out. Hundreds of dollars worth of meat, vegetables, fruit, etc.—whole winter's supplies of food in danger of being completely ruined.

The poor farmers with live stock are also having a bad time. We took our stock to the river, but the first time they decided a nice three-mile run up the road would be fun, so away they went!

Those with chickens, Sam Barker for instance, with two thousand birds, has had to resort to melting snow. It takes about a two gallon bucket of snow to make a pint of water.

The cause of all this hardship is the regulations about cutting trees on beautiful Rockport hill. This ceases to be beauty when such rules cause continual suffering. There is a bounty on cougar, but he's beautiful. Rockport hill is a worse predator than any cougar when it comes to danger and hardship.

There are innumerable trees down there now, over power lines and phone line—also falling across the road and endangering cars and people's lives.

Some of those people who insist that the Rockport park is to be maintained without touching one of the danger trees ought to have to live up here. Can we ever make them see the light!

## HEMLOCK FIRST OF NEW FOREST INCOME

About 20 years ago Jim Marshall, Pacific Northwest journalist, composed a long poem called "Pardners," which portrayed an old logger of the timber beast type seeing West Coast hemlock rayon in use for the first time. Marshall made the old time timber faller say:

"When I stroll up from the skid road in my mackinaw and calks, I can lamp the dames paradin' as my shoes squeak on the walks. Then I see some soft-eyed honey trippin' by in every block—Hey! I chopped the hemlock timber for the rayon in her frock!"

Cotton was preferred for pulping when the region's first pulp and paper mill was built at Oregon City in 1866. The second, built at Camas, Washington, was supplied with Sitka spruce. In 1913 when Bror L. Grondal's early scientific inquiries led into pulp and plywood both, the Western hemlock was still considered a weed tree amid the Douglas fir and Western red cedar.

In regional sales of the Forest Service at that time it was the practice to demand a minimum offer of 50¢ per thousand for all hemlock in bids that were made on the fir, spruce and cedar sales. The buyers would pay for the hemlock, then leave it standing.

Grondal had a change of opinion on hemlock values for pulping after a study was made by Swedish scientists on Northwest woods. The survey rated hemlock even higher than Sitka spruce.

Since that time a great growth has been made in use of hemlock for pulp material. About half of the region's pulp, however, is still cooked up from Douglas fir, with expansion of barker and chipper installation, and of pre-logging and re-logging in the woods.

New experiments of uses for the forest crop have resulted in extraction of glues, sugar, syrups, the breeding of edible yeasts and proteins and distillation of potable alcohol from pulp-mill runoff and from fir sawdust. Even fir bark is now being used in making merchantable products. Sawdust mulches for all kinds of soil and many crops are now being tested.

### Patrol Show Does Well

In spite of the poor weather the benefit show at the Moose hall in Mount Vernon last Friday night for the schoolboy patrol proved to be a success. About 600 children and 200 adults saw the show by Sheriff Tex and his TV gang and the dance that followed was well attended. It is estimated that between \$300 and \$400 will be realized for the patrol's summer camp.

## Snowfall Sets Record

Old timers racked their memory for anything like it in the past. Records showed nothing to match, either. And while folks were doing a lot of talking about it, they were also trying to dig out and resume normal life after a snowfall that reached a depth of almost four feet on the ground at Concrete and up to six feet at Marblemount!

The deep snow was the result of continued blizzards and snowfall since last Wednesday. Actually the snowfall at Concrete was estimated at close to six feet, but settling of the fluffy white stuff made measurement difficult except for what was on the ground at one time. When it stopped snowing Tuesday the yardstick hit solid ground at 46 inches. Enough fell after that in another flurry to add two inches more.

Worst hit by the storm were the up-river communities, who were out of power, telephone and even highway communication for anywhere from a few hours to almost a week.

At Sauk the heavily loaded trees began breaking across power and phone lines over the week end. The service was restored at intervals only to go out again.

The Rockport woods really took a toll this year as power lines went down soon after the snow began to pile up on the big trees. After battling for several days the power crews were finally pulled out to avoid a serious accident. Trees fell across the lines faster than the crews could splice the breaks and working conditions were deadly.

Naturally the roads were closed a good deal of the time to Rockport and above. State road equipment also was marooned in the upper district, so spent most of their time working on roads from Rockport to Newhalem. Emergency crews managed to keep one lane open to Sauk until yesterday when a Sno-Go cleared the highway for two-lane traffic.

The road to Marblemount was open all the way yesterday, but slippery and dangerous through the Rockport woods. Line crews do not expect to complete repairs to the power line through the woods for another day at least.

Greatest damage being done in upper valley homes is that after a week of no power, deep freezers are beginning to thaw, with the chance of loss of contents. Many are installing emergency generators to keep from huge losses of their winter's supply of food.

Schools have been closed since last week and at the present time there is no indication as to when roads will be safe enough to resume bus schedules.

### Slide On South Skagit

The south Skagit road above the Ovensell farm was closed by a big slide Tuesday evening, trapping the residents above that point and even catching Rural Mail Carrier Smith on the wrong side of the blockade. He was unable to make his run on Wednesday as he waited for the county to remove the slide.

More slides are expected on all upper valley hillside roads when the thaw begins. Much material has already broken loose on the Van Horn cut from the deep frost.

In Concrete business has been almost at a standstill. The town has had a crew of men with all the equipment they could rent, trying to keep streets open. After hauling snow away from the center of main street twice, they finally gave up and left that last four-foot mound stay put until signs of a break.

Businessmen and house owners have been shoveling snow steadily to prevent roofs from going down under the weight that will come as soon as weather moderates and begins to melt the snow.

January of 1954 will certainly go down in the record books as something unusual when it comes to deep snows.

### To Talk on Cerebral Palsy

Wednesday, February 3rd, at 8:00 p. m. the Skagit Valley Society for Handicapped Children and Adults will hold their monthly meeting in the Lincoln School at Burlington. The featured speaker will be Mrs. Helena Adamson, superintendent of the Cerebral Palsy Center at Firlands in Seattle.

## THE AMERICAN WAY



The Card Sharp



**The Concrete Herald**

Published Each Thursday at Concrete, Skagit Co., Washington

CHARLES M. DWELLEY, Editor and Publisher  
HELEN L. DWELLEY, Associate Editor

Member of Washington Newspaper Publisher's Ass'n., Inc.

**SUBSCRIPTIONS**

One Year.....\$2.50 Six Months.....\$1.50 Three Months.....\$1.00  
By Mail, Outside County, \$3.00 per year

Advertising Rates Furnished on Request

Entered at Concrete Postoffice as Second Class Mail Matter

Upper valley folks last week watched fence posts sink almost out of sight in the snow and soon were trying to remember how to cope with overloaded roofs, blocked driveways and unusual cold. The men found the snow shovel a daily companion, while housewives settled down to a continuous task of drying clothes and mopping up snow-puddles at the door. For quite a few rural homes, life reverted to the primitive with all the so-called blessing of civilization sitting useless and in the way while problems of cooking, heating, light and water had to be solved by resourcefulness of the pioneer flavor. If anything, our record snow has given us pause to count the blessings of normal living surrounded by our gadgets of convenience.

The American war prisoners who chose communism are now free to seek their rewards of "travel, education and women" as promised by Russia. All the U. S. had ever offered them was one little word, "home." We suspect that few of them ever had the real thing or they never would have made the trade.

The state of Washington now has 2,500,000 residents. Not only is our state a place of opportunity for the ambitious, but we also do pretty well in caring for the improvident. The test will come when we find out just how many we have of each.

Our Greek learning having been a bit neglected, it came as a shock to learn that the word "idiot" is derived from the word "idios" which meant a man who held no public office. In other words—a taxpayer.

Somehow or other we get no thrill at all from the weather man setting new records for us to overcome.

Anyway, with our surplus stocks if we can't whip any enemy we should be able to butter them up a bit.

Why not a national research foundation for making an inexpensive, synthetic cup of coffee?

#### KEEP A PEPPY ENGINE!

Has your car been performing well under the present conditions? This weather is when you want it to start easily and run perfectly, as you never can tell when you will have to depend on your motor to bring you out of high-way danger.

A stalled motor can mean disaster on slippery highways and there is no comfort in a snow bank with a car that won't start. A complete check-over of battery, points, plugs and timing is good insurance today.

\* \* \*

#### Concrete Automotive

Sonny Coonc Phone 2901  
Dealer for the famous GATES TIRES!  
Closed This Sunday, January 31st

#### Sauk News Items

By Luvena Poe

Mr. and Mrs. Rawson Hornbeck and family visited at the Fred Kolb home Saturday night.

The Sno-Go machine finally arrived at Sauk Tuesday to clear the roads to full width.

Mrs. Sally Gross and Mrs. Mildred Kinley were Sauk visitors on Wednesday.

Mr. and Mrs. Gordon McGovern called at the Frank McGovern home Friday evening.

C. C. Baughman motored to Bellingham Sunday to spend Monday there on business.

Mr. and Mrs. Frank McGovern were Sunday dinner guests at the Poe home. Pearl and Glen Chambers dropped in later that evening.

Snow shoveling is occupying the Sauk population at present with occasional coffee breaks appreciated by all.

Dinner guests at the Frank McGovern home Thursday evening were Mr. and Mrs. Chuck Dwelley and Mr. and Mrs. Jesse Poe and daughters.

Mr. and Mrs. Art Dwelley and Judy of Oak Harbor were visitors at the Chas. Dwelley home last week end. Art returned home Sunday leaving Anne and Judy to visit for a week.

#### Babes in Woods

Scoutmaster Joseph Pierce of Lawton, Okla., got lost from camp with eight young boys he'd taken to the woods to teach trail blazing.

#### Insurance

R. A. JOHNSTONE

Above Post Office  
CONCRETE, WASHINGTON

Phone 2391 Office  
Phone 2793 Home

#### NEW SCHEDULE ANACORTES-MOUNT VERNON STAGE CO.

(Effective October 1, 1953)

#### Stage Schedule

Rockport—Concrete  
Sedro-Woolley  
Mount Vernon

#### WESTBOUND

Rockport	7:45	Lv. 12:30
Sauk	7:52	12:37
Concrete	8:10	12:55
Birdsview	8:20	1:05
Hamilton	8:30	1:15
Lyman	8:35	1:20
Sedro-Woolley	8:55	1:40
Sedro-Woolley	Ar. 8:55	Lv. 1:40
Sedro-Woolley	Lv. 9:00	Lv. 1:40
Mount Vernon	Ar. 9:25	2:10

#### EASTBOUND

Mount Vernon	10:20	5:10
Sedro-Woolley	Ar. 10:45	Ar. 5:35
Sedro-Woolley	Lv. 10:50	Lv. 5:45
Lyman	11:08	6:03
Hamilton	11:15	6:10
Birdsview	11:25	6:20
Concrete	Ar. 11:35	Ar. 6:30
Concrete	Lv. 11:40	Lv. 6:35
Sauk	11:52	6:47
Rockport	12:05	7:00

Trips to Marblemount on call only.

#### CHURCH NOTICE

##### REGULAR CHURCH SERVICES OF THE MT. BAKER CHURCH OF CONCRETE

Sunday School—9:45. Classes for all age groups.  
Morning Worship—11:00. Message by the pastor.  
Junior Young People—6:45.  
Senior Young People—6:45.  
Evening Service—8:00. Singing and God's word.  
Thursday—8:00. Prayer meeting and Bible Study.

##### ST. JAMES-IN-THE-VALLEY EPISCOPAL CHURCH

2:30 p. m. Afternoon Service and Prayer. Holy Communion and Sermon, 1st Sunday.  
Services at library building, Concrete.

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Member Federal Deposit Insurance Corp.

#### ★ STATE BANK OF CONCRETE

## World's Most Modern!

### REPUBLIC STEEL

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## ALL NEW...THROUGH and THROUGH!

The design of the entire Republic Steel Kitchens line is as new as tomorrow! The dozens of features and work-easing conveniences are as modern as the day-after-tomorrow.

Everything about the line is brand new, except the manufacturing techniques used in producing these outstanding kitchens.

More than 20 years of steel kitchen cabinet experience is built into all Republic Steel Kitchens. Only long experience can achieve the four kitchen essentials...

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the amazing 3-hp saw  
that weighs only 25 lb.!

the new 7-hp saw  
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ON DUTY!

## Superior Portland Cement, Inc.



## Classified

WANT TO BUY?  
WANT TO SELL?  
—ADVERTISE HERE!

Rates: 10c per line (average five words), minimum charge 50c

### FOR SALE

—NEW STOCK OF TIRE CHAINS has just arrived! All sizes. Peterson Motor Co., Concrete.

—SHINGLES FOR SALE at wholesale prices. White Creek Shingle Co., Rockport. **tf**

—FOR SALE: Partly furnished 8 room home at Grasmere, two lots; also 7 odd lots across the street. Price \$4,000. Mrs. Roy Payne, phone 2791, Concrete. **3-c**

—FOR SALE: Nearly new Speed Queen Washer, wringer-type. Perfect condition. \$100. Concrete Radio & TV, Concrete, Wn. **tf**

—LUMBER, building supplies and hardware, paints. At competitive prices. Concrete's Cash & Carry Lumber Yard, phone 2875. **tf**

—FOR SALE: Fairly new, modern home at Rockport. Two bedrooms, utility room, basement. \$5,700. See Lawrence Hornbeck, phone 2513, Rockport. **tf**

### OPPORTUNITIES

—For quality job printing—in a hurry. The Concrete Herald. **4-p**

—MAKE MONEY mailing advertising. Cash paid daily. Work home part time. LINDO 902, Watertown, Mass. **4-p**

—WELL DRILLING, well testing and advisory service. We know how! CARL MOODY, Route 1, Burlington, Wn. Phone Burlington 7-5042. **k9-54**

—WE HAVE WINDOW SHADES. Will cut to measure while you wait. Priced in many qualities. Also have drapery fixtures, curtain rods, shower rods. Cascade Supply. **c**

### Good Year Predicted For 1954 By Economists

Business in 1954 can be as good or better than in 1953 if businessmen meet the challenge of changing conditions by adjusting their attitudes and actions.

This is the opinion expressed by Dr. Nathanael H. Engle, director of the University of Washington Bureau of Business Research, in the January "Outlook for Business" issue of Pacific Northwest Industry, the Bureau's monthly magazine.

"This year's challenge to business is the resurgence of competition," he declared. "This is comparatively new to the present generation of businessmen. For the first time since World War II, the production pipelines have been filled. We are now coming to the point where there must be greater consumption of our production."

The key to continued business prosperity is "discretionary spending," Dr. Engle says. He describes this as the money that is not committed to necessities, such as food, clothing, housing, transportation and medical care.

### BUILDINGS TO BE MOVED OR RAISED, FOR SALE BY AUCTION

By the STATE OF WASHINGTON, DEPARTMENT OF HIGHWAYS, to the highest and best bidder. The following improvement will be offered for sale at public auction at 2:30 P. M., February 11, 1954. Sale will be held at the location of the property described. Successful bidder will be required to make payment in full at time of sale, and will remove purchased items and resultant debris from State Highway property prior to April 1, 1954. Otherwise, the deposit of the bidder shall be forfeited to the State as liquidated damages; and further, the successful bidder shall indemnify and save the State harmless from any and all claims occasioned by said removal.

20'x30', 4-room frame house and frame garage, at Rockport, in Government Lot 4, Section 25, Township 35 North, Range 9 East, W. M., (former George Nelson property.) (Date of 1st publication Jan. 21) (Date of last publication Jan. 28)

"After his basic needs are met, the consumer first decides whether or not to spend at all. When the decision is to spend, the alternatives range from dime store gazetes to trips to Europe."

"Consumers have a large and growing share of income not devoted to basic needs. Even after allowing for inflation, discretionary spending in the United States was four and one half times as great in 1950 as in 1935. Business must compete more and more intensely over the entire industrial front for a share of these consumer dollars."

Dr. Engle suggests four major factors in meeting this competition: revival of the art of salesmanship, improved and expanded advertising programs, adjustment of price policies to consumer reactions and long range business research. He commented: "The art of salesmanship has been lost or largely mislaid since the beginning of World War II. But the old ideas of salesmanship must give way to the fact that selling is or can be a valuable service to consumers. Good salesmen are not born, they can be trained."

"More advertising, not less, is needed, closely geared to the sales program. In the past, one of the first things cut when business got tough was the advertising budget. Smart business leadership would reverse this trend and fire a heavier broadside. In war, the best de-

fense is offense. Why not in business. If a majority of businesses did just that, recessions might be retarded before they got started."

"But no amount of high pressure selling, bolstered with persuasive advertising, can sell poor quality goods or services at too high prices. Business management finds its greatest challenge here. The trick is to reduce unit-costs so that consumer prices can be lowered while quality is maintained. Cutting salaries is not the right answer because prosperity requires a steady flow of high incomes to workers. What is needed is greater efficiency and the full cooperation of management, capital and labor."

"And a continuous program of research is needed as a factual basis for sound action. The success of those who have conducted long range research justifies the hope that a prosperous economy can be maintained with less reliance on government every time a serious problem presents itself."

**Christian Indians**  
An Episcopal missionary among the Crow Indians has baptized White Man Runs Him, Sitting Robin, and Black Elk Goes Ahead.

**End and Means**  
"Whatever woman may be in the means she uses, her ends partake of the grandeur of elemental nature."—C. K. Munro

**Bolivia's Wealth**  
Three and four hundred years ago, Bolivia's rich mines were the main source of Spain's mineral wealth in South America.

### Scole's Electric

Licensed and Bonded Wireman  
**HOME OR COMMERCIAL WIRING**  
"If It's Electrical, See Us"  
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**WATCHES - - - DIAMONDS**  
WATCH REPAIR JEWELRY REPAIR  
Electric Shaver Repair  
**KNUDSON JEWELRY**  
(Across from P. O., Sedro-Woolley)

**Such good taste**  
Memorable meals begin at the market.  
For good taste at supper, tonight...  
choose refreshing Olympia Beer, today.


\* IT'S THE WATER THAT MAKES THE DIFFERENCE \*



OLYMPIA BEER  
It's the Water that makes the difference.

Olympia Brewing Co.,  
Olympia, Wn., U.S.A.\*B

**RENT A FLOOR SANDER**



**SANDER and EDGER**  
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**Wonderful Whirlpool**

AN EXCLUSIVE COMBINATION OF THE GREATEST FEATURES IN AUTOMATIC WASHING!

Total-Cleaning AGIFLOW ACTION, so gentle with clothes—Freshening GERMICIDAL LAMP—Step-Saving CYCLE-TONE SIGNAL—Five-Year Warranty, on Transmission.

**Concrete Radio & Television**

**SID'S AUTO BODY SHOP**  
BODY AND FENDER WORK  
PAINTING  
RADIATOR SERVICE  
GLASS WORK  
FRAME AND FRONT END ALIGNMENT  
W. State Street Phone 6101  
SEDRO-WOOLLEY

**HAROLD LEMLEY**  
Funeral Director  
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**Plywood**  
 $\frac{1}{4}$  inch to  $\frac{3}{4}$   
**CASCADE SUPPLY**  
CONCRETE, WASHINGTON

**KEYS**  
MADE  
IN ONE MINUTE  
BUY AN EXTRA KEY  
**CASCADE SUPPLY**

**Expert-Fast**  
**DEVELOPING**  
THE CONCRETE HERALD

**SHOES REPAIRED**  
*Like New!*  
**CONCRETE SHOE REPAIR**  
Paul Carroll  
Double The Wear By Good Repair

**Used Cars**



That's all you have to do when you want a washing done, or have some dry cleaning to go out. Just call Mt. Baker Hotel and leave word for "Jim" to call. Your work will be done perfectly and returned to your home when ready.

Saves you time and money—keeps your clothes looking better longer.

**SEDRO-WOOLLEY**  
Laundry & Dry Cleaners  
Local Agency  
Call Mt. Baker Hotel or See Driver

## Used Cars

AT GREATLY REDUCED PRICES FOR THE NEXT SIXTY DAYS

Be Sure To See Our Large Selection of USED CARS Before Making A Purchase!

**SIG BERGLUND**  
Phone 2591 Sedro-Woolley  
YOUR LOCAL FORD DEALER

**The Hub**  
CONCRETE, WASHINGTON  
Beverages, All Kinds  
Tobaccos  
Sporting Goods  
Full Line Of Fishing Tackle!  
A GOOD PLACE TO STOP, ANYTIME

**HELP NOW!**



**Join the March of Dimes**

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

**RESEARCH WILL WIN**

This ad compliments of  
**SKAGIT VALLEY TELEPHONE COMPANY**



## Newhalem

By Mrs. Vera Hunziker

Frank Foster is visiting in Bellingham this week.

Sam Barker of Marblemount was a business visitor here Thursday.

Fred Kraetzer spent the week end with relatives at Blaine.

Mr. and Mrs. Ernie Titus were visitors in Bellingham Wednesday.

Mrs. Ed Byers is visiting in Seattle with relatives and friends.

Dale Hester and Willard Wright were in Rockport Saturday.

Marion Metcalf was transacting business in Concrete Saturday.

Paul Gay spent the week end at his home at Blaine.

Mr. and Mrs. Jack Coventry and children visited over the week end in down river towns.

Ernie Vance was looking after business affairs at Marblemount on Monday.

Len Scott of Diablo spent a few days at his home near Marblemount.

George Morehouse and Frenchie DeVoy of Rockport drove to Newhalem Monday.

Walt Rohde of Seattle was attending to business affairs here for several days last week.

Bud Glover and Robert Gordon were transacting business in Concrete on Saturday.

Mr. and Mrs. Chas. Shevling of Ross Dam are visiting for a few days with relatives near Seattle.

Mr. and Mrs. Leonard Hook were Sedro-Woolley visitors on Monday evening.

Mike Radich was attending to business affairs in Concrete Saturday.

Mr. and Mrs. Walt Johnson and Mr. and Mrs. George Hunziker were guests on Saturday evening at the Johnny Madison home.

Wayne Wahl of Seattle spent a few days here, visiting with his mother, Mrs. Gladys Barbeau.

Mr. and Mrs. W. V. Kalla were attending to business interests in Concrete Wednesday.

Bruce Barratt visited over the week end with relatives and friends in Bellingham.

Mr. Temple, who is employed here, is visiting with relatives in Seattle for a few days.

Leonard Gowan of Marysville was attending to business interests here one day last week.

Mr. and Mrs. K. Brown of Seattle moved last week into one of the apartments on Rockhill.

Mr. and Mrs. Willard Wright were Saturday evening guests of Mr. and Mrs. Frank Motz.

Mr. and Mrs. Harold McMackin and children spent a few days last week with relatives in Sedro-Woolley.

Mrs. Stanley Kelsey, Mrs. Andy Lorentzen, Mrs. Chas. Stroud and Mrs. George Hunziker were shopping in Concrete Wednesday.

Mrs. John Madison, Mrs. Walter Johnson and Mrs. George Hunziker called at the home of Mrs. Ted Lindblom Monday afternoon.

Alexander Kibizoff, who has just returned after spending many months with the army in Korea, is visiting with his parents, Mr. and Mrs. Bill Kibizoff.

Mr. and Mrs. Henry Lees and children, who have spent the past few weeks visiting with relatives in the Eastern States, returned to their home here last week.

### At The Concrete Theatre

Friday, Sat. Sun. Jan. 29-30-31  
Jean Peters and Jeffrey Hunter in "LURE OF THE WILDERNESS"

Friday, Sat. Sun. Feb. 5-6-7  
Guy Madison and Frank Lovejoy in "CHARGE AT FEATHER RIVER"

## Local News

Mrs. George Moore of Rockport was in town Saturday morning.

Mr. and Mrs. Edgar Gates and children were in Seattle Sunday to visit their daughter, Dianne.

Miss Dorothy Theodoratus of Seattle was home over the week end for a visit with her parents.

Mrs. D. Sobek returned from the Virginia Mason hospital in Seattle last Wednesday.

Mr. and Mrs. Wm. Krichbaum and daughter of Bellingham visited friends here over the week end.

Mr. and Mrs. Bill King were visiting friends in Sedro-Woolley Saturday evening.

Mr. and Mrs. Ben Weir were visiting last week at the home of Mr. and Mrs. Oscar Bjerstedt, former resident of this city now residing at Sedro-Woolley.

Mr. and Mrs. Don Richardson of Sedro-Woolley and Mrs. Helen Weatherbee and son of Bellingham visited during the week end with Mr. and Mrs. George Neishe.

Mrs. Morgan Adair and son of Rockport were in town Thursday, visiting at the home of her sister and family, Mr. and Mrs. Earl Chamness.

Wayne Weir spent the week end at Sand Point, near Seattle.

Sharon Jo Miller spent the week end with relatives in Mt. Vernon.

Mr. and Mrs. Edgar Gates were in Mount Vernon Saturday evening.

Mr. and Mrs. John Smith were calling at Birdsview Tuesday evening.

Mrs. Johnnie Weir and baby of Bellevue are visiting at the Ben Weir home.

Bud and Jerrol Goodwillie were attending to business affairs in Bellingham Monday.

Mr. and Mrs. Tom Stokes were in Sedro-Woolley Monday evening to visit Mrs. Marsh Rowland and baby daughter at the hospital.

Mrs. J. P. Brooks returned home last Thursday from the Memorial hospital. She is now recovering rapidly.

Have Your Eyes Examined And Glasses Made By

DR. L. H. LAUERMAN  
Optometrist

720 First St. Mt. Vernon, Wn.

"For God so loved the world that He gave his only begotten Son that whosoever believeth on him should not perish but have everlasting life." Jn 3:16

### LUTHERAN CHURCH

CONCRETE WASH.

FIRST SERVICE 11:00 a.m.  
SUNDAY, MARCH 7

Pastor Morris A. Thompson  
Phone 2862



### THE VAN HORN SERVICE STATION & GROCERY

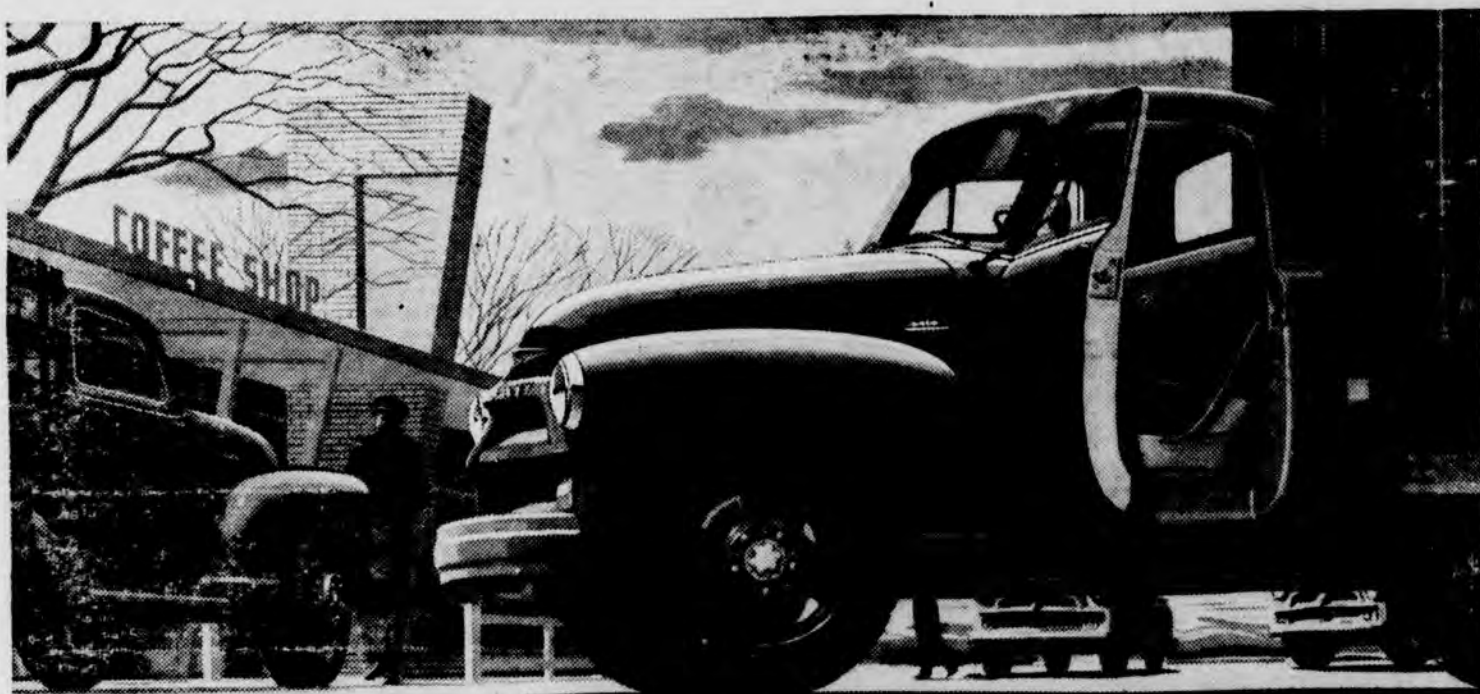
Will Close at 7:00 p. m.

Starting Feb. 1st and Until Further Notice

Best Selection . . Friendly Terms . . Free Delivery



# New cab comfort, convenience, safety!



## NEW CHEVROLET TRUCKS FOR '54

Completely new! The new Comfortmaster cab is only one of the many great new advances offered by the most powerful, finest performing, best-looking Advance-Design trucks ever built!

The new '54 Chevrolet truck Comfortmaster cab offers increased visibility with new one-piece curved windshield. Instruments are easier to read and controls are easier to reach. And the new Ride Control Seat\* provides extra comfort for drivers.

Here are more new features you'll like—NEW ENGINE POWER AND ECONOMY. Bigger "Thriftmaster 235." Rugged "Loadmaster 235." All-new "Jobmaster 261" engine.\* NEW AUTOMATIC TRANSMISSION.\* Hydra-

Matic is available on 1/2-, 3/4- and 1-ton models. NEW, BIGGER LOAD SPACE. Roomier pickup and stake bodies.

NEW CHASSIS RUGGEDNESS. Heavier axle shafts on 2-ton models. Newly designed clutches and more rigid frames on all models.

NEW ADVANCE-DESIGN STYLING. New front-end is more massive in appearance.

\*Optional at extra cost. Ride Control Seat is available on all cab models, "Jobmaster 261" engine on 2-ton models.

Most Trustworthy Trucks On Any Job!



ADVANCE-DESIGN TRUCKS

## NELSON MOTOR COMPANY, Inc.

Sedro-Woolley, Washington

ON ACCOUNT OF

## SO MUCH SNOW

And Bad Roads—In Order to Give Everyone A Chance To Save Money—

WE WILL CONTINUE OUR CASH SALE ANOTHER WEEK!

\* \* \*

Added Values In NYLON

LADIES ANKLETS ..... 49c

About 25 RAYON GOWNS,

Sizes 32 to 50 SPECIAL ..... 1.95

Boy's Long Sleeve SPORT SHIRTS

Munsing Brand, Reg. 3.50 NOW ..... 2.49

Try One of Our ELECTRIC SLEEPING PADS or Sheet—Warm Without Weight!

\* \* \* \*

## Concrete Dept. Store



### BUILDING

Takes a lot of materials and supplies from a lot of places.

It would take you months to find them all if it wasn't for your local lumber yard.

If we don't stock it— we know where to get it.

## Cash & Carry Lumber Yard

Phone 2875

Main Street, Concrete

## PETE'S CORNER

### HAVIN' STARTIN' TROUBLES?

Lotsa folks are havin' a wee bit of trouble gettin' old Betsy to start "burnin' the hay."

If you are having trouble starting your car, try a tankful of NEW 7600, the highest octane gasoline on today's market. It leads the field in anti-knock rating and will give you better operation than any other premium gasoline.

\* \* \*

We understand the response to last week's chain letter was tremendous but with the new postal rates being so high and the high price everyone has had to pay for stumpage nobody in the valley could afford to send the Mrs. away.

A man went to see a friend of his who was in the hospital, and inquired what had brought him there. "Well, it happened this way," said the sick man weakly. "I tried to kiss the hotel chambermaid and she 'busted a vessel.'" "Then why ain't she in the hospital instead of you?" "She busted the darn thing on my head."

Have you heard about the pregnant bed bug who was going to have a baby in the spring?

\* \* \* \*

## PETERSON MOTOR COMPANY

Concrete

DAYTON TIRES "Best For The West"