



THREE OF THE NATIONAL PRIZE WINNERS
 Left to Right: Janice Neal, Oneonta, N. Y., First Prize; Nannie Mae Gill, Needham, Ala., Third Prize; William Madden, Guttenberg, Iowa, Fifth Prize

munities or the smaller towns.

ADVANTAGES OF HARDWOOD FLOORS
 First Prize (\$25)—Janice C. Neal, Oneonta, N. Y.

The homes of the winners covered a wide territory and the publicity for use of oak flooring was invaluable.

During 1918, The American Lumberman of Chicago sponsored an essay contest. They offered \$100.00 in cash prizes for the best essay on the subject "Why every family should own its own home". We presented the plan to our elementary schools and several sent essays.

Miss Ruth Oneonta won and the American gave good printing the Our Oneonta paper notices and schools talked for months.

This was effort.

WINNERS IN AMERICAN LUMBERMAN'S NATIONAL HOME-OWNING ESSAY CONTEST ARE ANNOUNCED

First prize, \$50: Home Lumber Co., North English, Iowa.
 Second prize, \$30: R. B. White Lumber Co., Newark, Ohio.
 Third prize, \$20: Briggs Lumber Co., Oneonta, New York.

With great pleasure the AMERICAN LUMBERMAN presents on this page the portraits of the lumber dealers who have been awarded the three cash prizes offered by this paper for the first, second and third best essays on "Why Every Family Should Own Its Own Home," written by public

contests were given by the dealers themselves, the three grand prizes aggregating \$100 being contributed by the AMERICAN LUMBERMAN. All local contests followed the general plan originated and suggested by this paper.

Considering the large number of essays written the young authors may well be proud of their excellent work. On page 40 appears a list of pupils whose essays the national judges deemed worthy of "high commendation," also a longer list meriting "honorable mention."



TOP ROW (left to right): Florence Johnston, North English, Iowa; Elizabeth Keen, Newark, Ohio; Ruth H. Davis, Oneonta, N. Y.
 BOTTOM ROW (left to right): H. H. Heston, secretary Home Lumber Co., North English, Iowa; R. B. White, president R. B. White Lumber Co., Newark, Ohio; Russell C. Briggs, president Briggs Lumber Co., Oneonta, N. Y.

SCHOOL GIRLS WHOSE ESSAYS ON "WHY EVERY FAMILY SHOULD OWN ITS OWN HOME" WON FIRST, SECOND AND THIRD PLACES IN THE AMERICAN LUMBERMAN'S NATIONAL CONTEST, AND THE RETAIL LUMBERMEN IN WHOM LOCAL CONTESTS THE ESSAYS WERE ENTERED

Davis of third place Lumberman publicity even complete essay. gave us fine naturally the regarding it worth the

The American Legion of Otsego County have sponsored an oratorical contest among the school students of the county. In 1952 we donated a sterling silver trophy to be awarded for one year to the winner.



The names of winners and dates are engraved each year and this trophy should be used for from ten to twenty years.

The winner becomes eligible to compete in a similiar New York State Contest.

This year we have joined in sponsoring a potato contest among the 4-H members. A bushel of seed potatoes, fertilizer, and dusting materials are furnished by the sponsors and given to the 4-H'er. In the fall the sponsor is given potatoes of equal value to those furnished. The contestant is to make the original call on sponsor and the contestant will notify us when potatoes are grown up and in shape for inspection.

CLEAN YARDS CONTEST

In 1924 the Lumber Dealers Association in cooperation with the Mutual Insurance Companies conducted a "Clean Yard Contest". Realizing the advantages of well kept and clean yards we entered each of our yards.

Realizing the benefits in reduced insurance that might accrue, the whole personnel of our company became enthusiastic and competitive. The insurance company did the inspection and the improvements were noticed by our customers.

Our Oneonta yard won 1st prize in 1925. Our Norwich yard won in 1927.

Our Oneonta yard received

mention in

Cobleskill

in 1928,

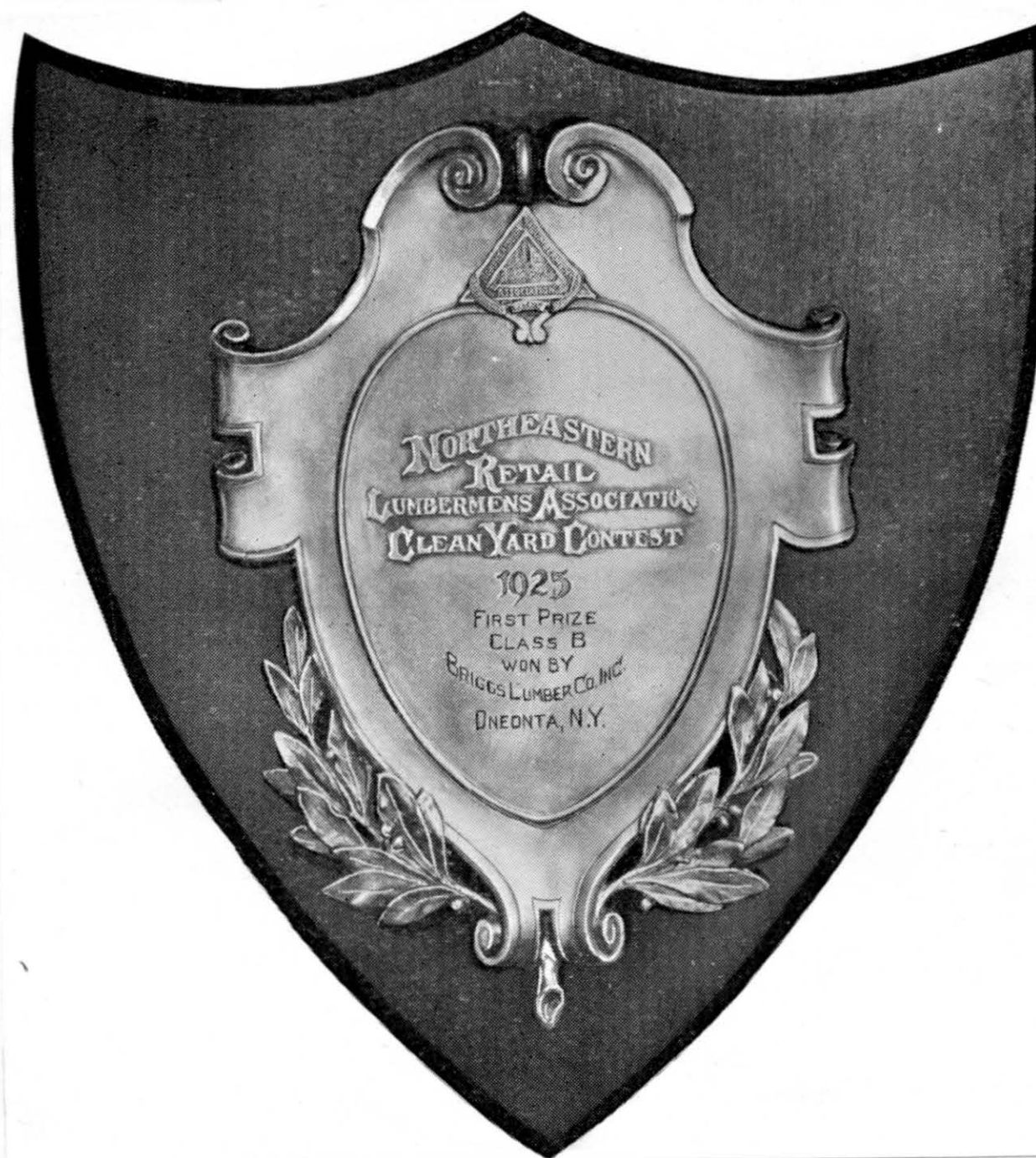
in

We

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Our Oneonta

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satisfactory.

In 1926 we promoted a bird house contest. This was our most successful effort.

We offered to give free, 1 pc. 1/4" x 4 x 2, 1 pc. 1/4" x 6 x 2, and 1 pc. 1/4" x 8 x 2 to any boy or girl who would enter a birdhouse contest. We offered cash prizes.

After consultation with manual training instructors we decided that this would interest 75 youngsters. To be safe we made up 100. We sent information to all manual training classes. The results were beyond all expectations. At 4 O'clock, on the entrance day, our office was bedlam. All available help, even including two salesmen who called, were drafted and assisted in taking the applications. Our 100 packets of lumber disappeared, we made 50 more and they were taken up -- and at the close we had 100 signed entrance blanks who were to come the following day. They came. The display, judging and giving of prizes was two weeks later. We used a driveway in our shed 116 ft. long, placed planks on both sides and arranged the best houses for judging. The mayor, editor of the paper, and a prominent lady who was interested in bird life, acted as judges. The display was outstanding and ranged from a large martin house, which took much more lumber than we furnished, to the simplest of designs.



One was unique in that after building it was varnished and then spackled with sand for the stucco effect. (This was at a time when stucco was beginning to be popular as a house covering).

We received excellent publicity from the papers, nature clubs and manual training departments. We gave the houses to interested people and sent the rest to the parks commission who placed them in our parks.

This was an idea developed and managed entirely by our Mr. Robert Briggs.

In 1935 by way of our newspaper and mail advertising we offered a cash prize to the owner of the building having the oldest shingle roof that was still giving service.

Mr. Lee Parish, Otego, N. Y., sent us a letter calling our attention to his roof, that had been on his building for 40 years. We immediately had the roof photographed and gave Mr. Parish the prize. The looks of a roof is not sure proof that it is giving service.



Otego, N. Y.
Aug 16 35
Briggs Lumber Co
Oneonta.
Gentlemen:
Replying to your
adv for old wood shingle
roofs will say there
is one now on our
house which was put
on by your firm in
1895 of red cedar and
is still serviceable.
Sincerely
Lee Parish

DISPLAYS

At a time when everyone was interested in our baseball team we secured a display from A. G. Spalding and Brothers.



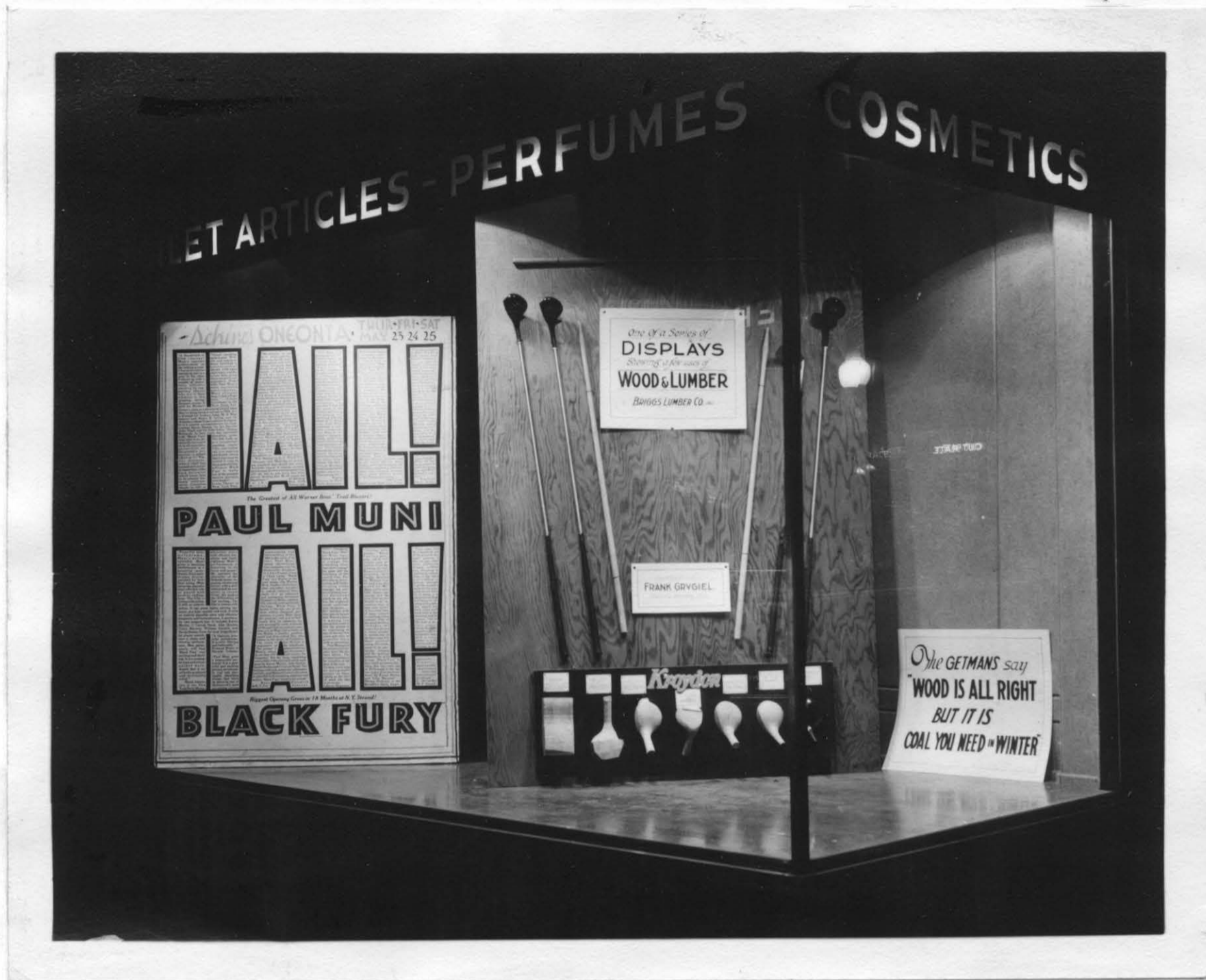
This display was placed in the prominent window of the Oneonta Coal and Supply Co. It shows the development of a baseball bat from the rough piece of wood to the completed bat. This created much interest and gave us fine favorable publicity.

While we do not handle saws, we felt a saw display would interest users of wood. The Disston Saw Company furnished us with a display showing the steps in the making of a Disston saw.



This display was also placed in a prominent Main Street window and we were surprised at the number of people who showed an interest in phoning and speaking to us regarding it.

Golf was growing in popularity and with the assistance of Frank Grygiel, our golf professional, we secured a Kroydon display board showing steps in the manufacture of golf clubs.



This was placed in the Oneonta Coal & Supply Co. window and the coal company tied in with our advertising. This created satisfactory interest.

In 1930 we ordered for display purposes a 6" cross section of a fir log that was over 6 feet across. In cooperation with the Place Theatre, who had a vacant store window, we started a contest guessing the age of this log. The top card said "A Few of the History Making Events During This Tree's Life."



The series of cards with ribbons back to the log showed the size of the tree at the

following dates:

Columbus Discovered America	1492
First Permanent Newspaper	1704
Erie Canal	1825
Briggs Lumber Company founded	1883
Wireless invented	1895
Wright Bros. flight	1903

Endless dates can be used with events of local interest.

The count of rings by Manual Training teachers shows the tree was 367 years old.

This was of great interest and we had fine newspaper coverage and from the picture you will note the theater cooperated by giving free tickets to the best guess on the age of the small log. Our only expense for use of the store was the sign for the movie.

The Oneonta Star printed a one-column 12-inch editorial "In the Lifetime of a Tree".

In about 1920 the American Lumber Manufacturers Corporation furnished us a box containing 48 different kinds of wood in pieces $3/4$ " x 2" x 4". These were each numbered and a key list was furnished.

We sent this box to the various schools and they each conducted a small contest awarding prizes to the boy or girl who was able to correctly distinguish the greatest number of kinds of wood.

This created so much interest that even the teachers conducted a little contest among themselves.

At one of our contractors dinners mentioned earlier in history, we tried it on these men and it created much interest and many arguments. This was talked about in the office for weeks.

OUR LINE YARDS

AND

THEIR DEVELOPMENT

SHARON SPRINGS

On October 1, 1906 Edward S. McFee, formerly of Cherry Valley, opened the first retail lumber yard in Sharon Springs. Through the years, other lines were added to the business, which included builders hardware, paints and glass. Mr. McFee's office was in an adjoining building back of his house. This successful business was carried on by Mr. McFee until July 1, 1919, when he sold it to his son-in-law Ralph Lehman. George W. Snyder was employed by Mr. Lehman as yard manager and general assistant. At this time the office and hardware stock was moved to the hotel building owned by Mr. McFee.



In the old days the hotel was known as the "Hop Exchange" or the Commercial Hotel. The Hop Exchange is where many of the prosperous hop growers and buyers of this area transacted much of their business. It was also a gathering place for the hop pickers who came from the nearby cities. This building is located across the street from the D. & H. station. It is

interesting to note that the old solid walnut bar was not removed during prohibition. Paint and hardware supplies were stored in the room where the bar was. Today the old bar is in use again in the familiar Pratt Hotel.



The lumber yard and sheds were on an adjoining lot extending along a switch on the D. & H. At this time the buildings in the yard were for mason supplies. A one story shed with swing doors

stored the finished lumber, floorings and mouldings. The dimension, at this time, was stored outdoors and piled on skids. While speaking of the yard we might mention that on this location was once a race track for sulky racing also a sales stable and livery stable.

On April 6th, 1925 Mr. Roscoe C. Briggs of Oneonta, N. Y. purchased the land and buildings from Mr. McFee for \$4500.00. The Briggs Lumber Company of Oneonta, N.Y. purchased the entire stock including furniture and fixtures from Mr. Lehman for \$15,383.64. Now this business became known as the Briggs Lumber Co., Inc.



George Snyder

George Snyder, who had been in Lehman's employ for five years became manager.

In 1928 Route 20 the old western turnpike was changed north of our location. It left a small triangular parcel of land on the southwest side of this new highway. This was purchased of U. S. LaVallie to fill in the property lines.

Briggs Lumber Co. started a plan to rebuild and modernize the storage buildings in 1929. A double drive, closed shed, 60 ft. by 70 ft. with a 20 ft. center drive was built. A mason supply building was built along the railroad siding. This aided in the unloading of these materials from car into storage. This previously had to be loaded on a truck and transferred to a building. In 1934 a dimension shed, 20 ft. x 100 ft. was constructed, giving complete enclosed storage of all materials.

During the years of 1925 and 1931 the office, builders hardware, paint storage was located in the hotel building. In 1931 an office was built facing Eldrege Street. In 1933 we erected a moulding shed connected with our office and store.

In 1941 arrangements were made to handle G. L. F. Feed. A large building for feed storage was built connected to our shed.

The oak floor provided a dance floor for the official opening and party. There were over three hundred people, who came to enjoy the evening dancing and listening to the then famous "St. Onge Brothers Orchestra". Punch and cookies were served. Many still talk about the "Big Night" at Briggs.

In 1949 we connected the feed store and moulding shed, ad-

ding a feedstore office. This makes a completed building from the office to the lumber sheds.



In 1943 we added to the G. L. F. service a large feed mixer for mixing formula feeds. The farmers bring their own grains to be ground in our grinder. Then they are mixed in the blender with ingredients which we stock. This gives the protien and fat content which they request. A four thousand gallon molasses storage tank and mixing unit was installed in our feed store in 1951. The molasses supplement is of high sugar content. When mixed with dairy feeds it gives a complete balanced formula.

The operations at the Briggs Lumber Co. have been carried on under the management of George Snyder for Twenty-eight years. Lansing Snyder has served twenty-eight years also.

Donald Lowe has been with the company since April 1940--thirteen years. Alton Ryder was employed as bookkeeper on April 1, 1939. He served in the army from April 17th, 1943 to November 10th, 1945. He remained in our employ till March 1947.

Alton was born in Cherry Valley. While in service he served in New Guinea for about six months and then in Biak Island, Leyte Island, Manila, Okinawa, and Tokyo.

Hubert Williams of Cherry Valley came in our employ on April 4th, 1942 as bookkeeper and assistant manager. He remained and did a fine job for us until July 1st, 1950, when he was transferred to Oxford as manager.

Arthur Cummings, who had been employed since March 1947 as truck driver, then became Mr. Snyder's assistant and bookkeeper.

Raymond Ahl, who is our present truck driver, came to us in September, 1950.

Sharon Springs, the town of Sulphur waters, is a resort that has catered to Jewish trade. In the early days each hotel had busses that met the trains at Fort Plain. Many came by D. & H. on "Sharon Springs Specials" from New York. During the first twenty years a good portion of our business was furnishing materials for hotels and boarding houses. We were instrumental in building the "Columbia" hotel and many other boarding houses.

The last census population of Sharon Springs was only 354 winter or all year residents. We concluded that through the later years much of the business done by "Briggs" has come from a twenty-five mile radius. This extends to the Mohawk Valley in Montgomery County and west in Otsego County through Cherry Valley. Our G. L. F. patrons are Schoharie County farmers and neighboring Montgomery.

In the early days, as in every business, the customer took his own materials on his wagon or tied it on the top and sides of his car. Today we are giving a complete deliver service. We have three trucks that are used to haul lumber and feed.

SHARON SPRINGS
1959 History

On April 1, 1959, Mr. George Snyder retired. George was in the employ of Mr. Ralph Lehman when we purchased the Sharon Springs yard on April 1, 1925, and he continued with us as manager since that time.

During the 34 years George was with us, he made many changes; re-built the sheds, added a feed store carrying G L F products, re-built and modernized the office, including the installation of a new heating system and added a concrete fire-proof vault for storage of office records.



(Laurence McFee)

The business has greatly increased during the period, and it is with sincere regret that, at his doctor's insistence, George has retired. He will always be available for advice and suggestions and all in our group wish him and Mrs. Snyder many years of comfortable, healthful life.

Laurence McFee was in the employ of our Sharon Springs yard from April 20, 1948 to December 28, 1948. He was then transferred to Cobleskill as assistant to Mr. Buckley. Laurence was so valuable that when Mr. Snyder retired, he was our choice to go to Sharon as manager.

Laurence's experience in retail lumbering business has been extensive and we expect fine results during his years of management.

He comes from a family of lumber dealers. An uncle, Mr. Ned McFee, was the founder of the Sharon Springs business, and he sold to his son-in-law, Mr. Lehman.

In 1955, the D & H Railroad discontinued service of the Sharon Springs branch. This made many complications, but they have been overcome and we are able to give the same service to our customers without an appreciable change in price.

In 1956, we purchased the old R. R. right of way, bordering on our property. This gives us good protection from fire and will be available, should expansion be demanded.

1 9 5 4

Herman Ahl, one of our loyal truck drivers was stricken just as he returned to his home and passed away April 19, 1954.

Lansing Snyder, a loyal employee for twenty-nine years, was retired during the summer. His place as manager of our feed store has been taken by Donald A. Davis who entered our employ July 5, 1954.

Extensive improvements have been made to the store----new heating plant, vault for office records, new enclosed offices for management and accounting.

Twelve feet were added to the width of the store and taken from the back store room. This has proved a much needed improvement.

NORWICH

During the spring of 1926 we began looking for another lumber yard. None being available that appealed to us, we decided to investigate the City of Norwich.

We found a population of about 8000, with a fine farming community. It had a fair yard with a mill, one mill and one very old yard that was about out of business. None of these yards wished to sell. After much thought and investigation we decided to open an entirely new yard.

We entered into an agreement with the Utica division of the D. L. & W. R. R. for the purchase of a site 223 ft. on Hale St. and running back 310 ft. along the railroad siding, with 89 ft. in width at the rear and 300 ft. to Hale St. This cost us \$2500., but provided a switch which connected with the D. L. & W. and O. & W.

Duncan Briggs graduated from college and came with us in July 1926. Mr. Ward Moxley, who had been our assistant manager in Oneonta since 1918 was designated to supervise the erection of the yard buildings, and become manager.

On September 1, 1926, Mr. Moxley went to Norwich and built a two-story office building,



Ward Moxley

24' x 24', a two-story shed along the switch 30' x 126', and a pine and finished lumber shed 58' x 64' and this shed had a 20' driveway through it, a dimension shed 16' x 123', and this shed was constructed the same as in Oneonta and Cobleskill.



The office contained a small showroom, a private office, an adequate bookkeeping space, together with a brick vault having space 4 ft. x 4 ft. inside, good cellar, toilet and washroom. On the second floor one room is left for storage and display. The Norwich venture was definitely a new experience and we so erected our office that it could easily be converted into a dwelling.

We opened for business in the Fall of 1926 and built up our stock as rapidly as the building would permit.

On January 1, 1927, Mr. John Tobey came with Mr. Moxley as assistant and remained until January 1, 1932, when he was transferred to manage our Afton yard.

Mr. Donald Smith, a graduate of Syracuse University Forrestry College came as Mr. Moxley's assistant. Don had been associated with the Federal Creosoting Co. and N.Y. C. R. R. Co. in the lumber pressure treating plant at Rome, New York. This plant uses the Lowry process, treating ties, timbers, etc. for the N. Y. C. R. R.

Mr. Smith remained with us at Norwich until August, 1941, when he was transferred to Roxbury, New York, as manager.

Mr. Arthur Holden of Norwich replaced Mr. Smith as assistant to Mr. Moxley. Mr. Holden had good experience in the lumber business and worked in to this position with success and Holden remained in Norwich until his transfer as manager to our new operation at Oxford.

Mr. Merritt Bowers was employed to replace Mr. Holden and Mrs. Wm. Sanders was employed in the office in accounting and bookkeeper. This arrangement has been very successful.

In September, 1951, Mr. Moxley suffered a heart attack and passed away.

This was a very great loss to our organization as he had been with us for 33 years. He was admired for his exceptional business ability and knowledge of the lumber business and loved by all his associates.

In Mr. Moxley's 25 years as manager of our Norwich yard he made an indelible mark in Norwich.

He was past president and took and active interest in the Norwich Club. It was during his year as president that the financial structure was reorganized and placed on a sound financial basis.

He was Post Commander of the American Legion and his judgment was often sought by them.

He had served many years as director of the Norwich Building & Loan Association and his judgment on Real Estate values, while always conservative, was the best.

Our organization cannot pay too high a tribute to Ward Moxley.