

Kenneth Horth one of our oldest Oneonta yard employees was inducted into service December 26, 1942, and left for service January 2, 1943.

After basic training of eight weeks at Fort McClellan, Alabama, he was sent to Newport News, Virginia. This was a port of embarkation but he was not accepted.

Ken's next assignment was on an island forty miles east of Newport News where he was placed with a Coast Artillery Anti Aircraft training unit. After five weeks he was sent to an army hospital at Fort Monroe on account of leg disability. Three weeks later on April 30, 1943, he was given a medical discharge. Arrived home May 2, 1943 and one week later returned to his job with us. He is still a valued employee.



Kenneth Horth

Nelson Crane was born February 23, 1914, attended Afton School, entered service January 1944, trained as radio technician and operator.

He saw service in Germany and occupation in Japan, and was released in February, 1946. He is married and has three children, two girls and one boy, and worked for us both before entering service and since.

Nelson began work for us in 1938. He served as helper, driver, and at last came in the office. He is still with us in 1953 and has become an efficient bookkeeper.



Nelson Crane



Lawrence Niles

Lawrence Niles entered the army on October 25, 1944 in Syracuse. Sent to Fort Dix then took basic training in Camp Blanding, Florida. Went overseas April 28, 1945 arriving in Manila, P. I., May 19, 1945, then entered the Eleventh Airborne Division. Transferred from line company to Personnel Division; promoted to sergeant; became head of payroll section. Arrived back in the United State September 5, 1946. Discharged November 18, 1946.

(Picture attached was taken in Morioka, Japan, August 1946.)



Milan E. Horth

Mr. Milan Horth came in our employe as a truck driver and was soon advanced to yard foreman.

Milan enlisted in July 1942 as a pilot in C.A.P. He had a pilots license.

He was sent to Colgate as a pilot instructor and remained there six months.

On February 10, 1943 he was sent to William Northerly Field for air force at Talahoma, Tenn.

He remained there until September 1943 when he was discharged on account of physical disability. He was Private 1st Class.



Alton Ryder

Alton Ryder entered service April 17, 1943 at Camp Upton, N. Y. Assigned to Air Corps and sent to Miami Beach for Basic Training.

Left Miami Beach in September and sent to Fort Collins, Colorado for two months training as Engineering and Operations Clerk for the Air Force.

After a two weeks furlough, he was sent to Kearns Army Air Base, Salt Lake City, Utah, for overseas training.

Shipped overseas in December 1943 and stationed in New Guinea for about six months. Moved on up through the Pacific section as the war progressed, hitting Biak Island, Leyte Island, Manila, Okinawa, and Tokyo.

Shipped out of Tokyo on October 25, 1945, crossed the Pacific in ten days, landed at Seattle, Washington and sent to Fort Dix for discharge. Left the service on November 19, 1945.



Nelson Bellows

Nelson Bellows was employed at our Roxbury yard.

He entered the airforce on November 13, 1943 and was discharged April 13, 1945 with a rating of P.F.C.

All his active service was within the United States.

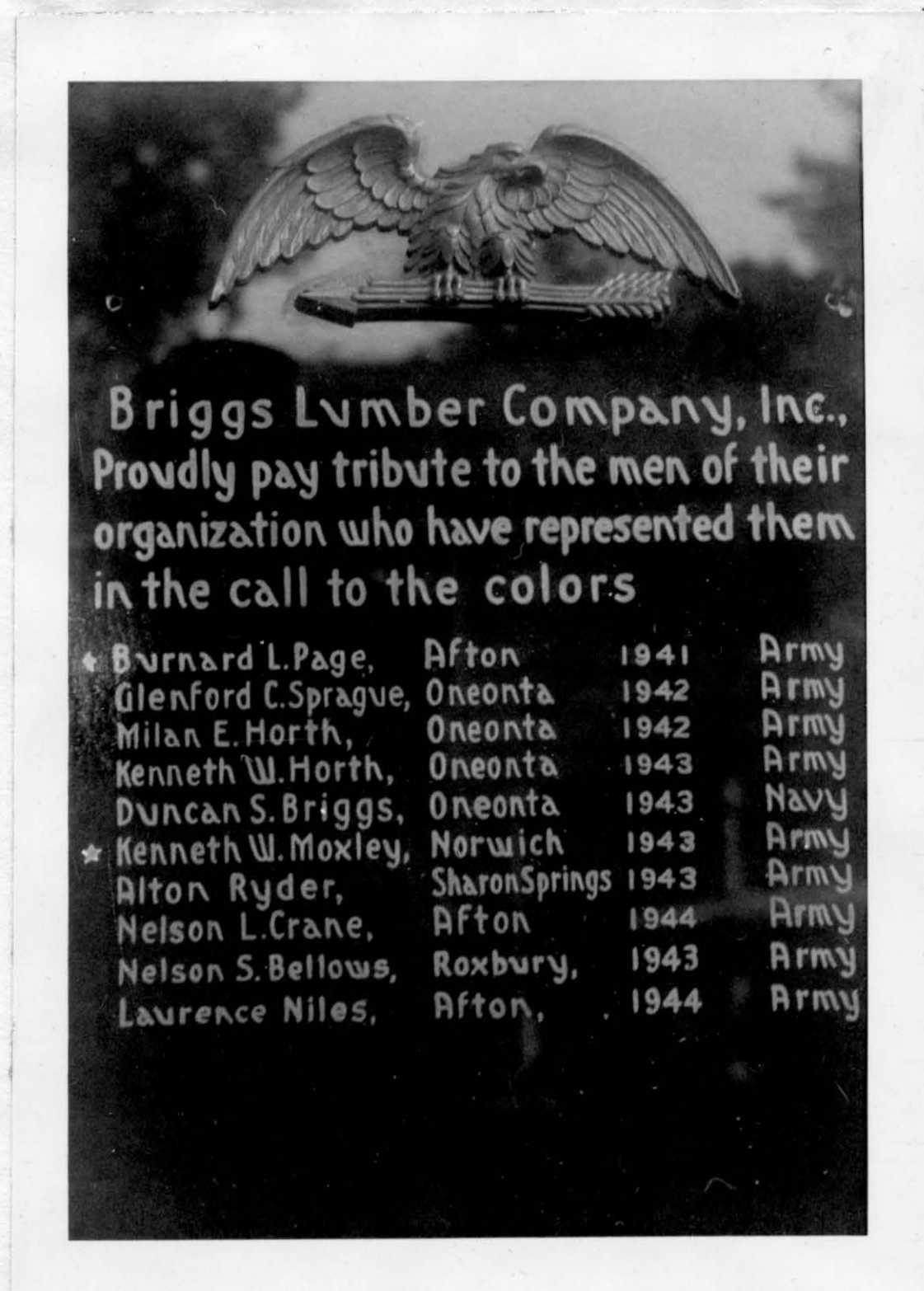
Nelson was first sent to Greenboro, North Carolina for basic training and then to St. Petersburg, Florida for training as a ground crew member in

the 440th Fighter Squadron. He remained there for 18 months and then was sent first to Albuquerque, New Mexico, Mecook, Nebraska, and then Ft. Worth, Texas. At these bases he was 2nd assistant crew chief on a B29 attached to the 448th Bomber Group. While at Ft. Worth he also worked in field operations recording flight time of personel.

He was discharged at Ft. Dix, New Jersey.

During the war we like all other business men endeavored to recognize the men in our employ who were in the service.

We had a plaque made for display in each of our yard offices.



A print was sent to each of the men so they would know they were remembered.

The insigne at the top was so striking we sold two dozen for use by other firms.

Our Mr. Fred Walpole, manager at Roxbury, was a pilot during World War II.

Mr. Lawrence McFee of Cobleskill was in the service.

Mr. James Doughty of our Oneonta yard was also in the war and returned from Korea to our employ.

LOOKING BACKWARD

LOOKING BACKWARD

In 1952 the Minnesota Historical Society appointed committees leading toward the compiling of a history of the lumber industry. Mr. Weyerhaeuser was appointed as a member and handed to the committee many pictures that the Weyerhaeuser Company had taken at our Oneonta yard. They suggested the possibility of our furnishing some information that would be helpful when the story of the retail branch of the lumber business was written.

This gave us the incentive to put in words some history, some ideas and thoughts gleaned from 70 years as retailers. In the development of the story it has become somewhat of a manual which we hope the management of our various yards may find helpful.

One of my most interesting business experiences has been the collecting of pictures, and trying to put in lumberman's words the story of our 70 years as retailers.

The years from 1883 to 1899 has been taken from very incomplete records and from my memory of conversations in our home and my constant visits to our yard made during my early years.

On Thanksgiving day 1953, I will have completed 54 years with our company so the story from 1899 to 1953 is as accurate and complete as my memory can produce.

My experience has convinced me that there is no substitute for work. A lazy competitor is the easiest mark you can have and a man who never counts the hours or days can't be beat so

there is only one alternate, seek his cooperation.

In nearly 100% of cases we have enjoyed the finest cooperation with our competitors, many of whom we consider among our best friends.

The one price policy mentioned under our history has proven so satisfactory that we recommend it. Our pricing policy has been to carefully figure out costs and make our selling price to produce not less than 6% net. Pricing cannot always be made on straight overall percentage basis as handling and volume always has its bearing.

We are often asked what we do with competition that gives additional discounts to contractors. We have found that these dealers are compelled to have their price above ours in order to give discounts so we first try to do a selling job. While the public like to buy at a discount they are always afraid they are paying more than their neighbors and basically they don't relish two prices. Over the years our record has given confidence to our one price system.

Now that this history is written it is hoped that it will be continued and any new ideas that have been tried during the years be noted and given proper credit. As an example our catalog should be well disembed as part of 1953.

It is hoped that this will be some what of a manual for our yards.

The lumber business is most wonderful and I hope you enjoy it as much as I.

During the past ten years there has been great changes in the retail lumber business. The so called Cash & Carry Yards of which Wickes is one of the leaders, have come into the market with some success and brought trouble to other yards near them. We have visited two of the larger yards and found they handle a good grade of material, but not the generally accepted best. On our first visit the large office was all lumber and etc., but at the second visit we found the office divided in four spaces.

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| 1. Office, reception & lumber | 3. Heating |
| 2. Plumbing | 4. Electrical Supplies |

Each of these departments had good displays.

They are supposed to be cash and carry but large signs tell you their cost of delivery.

This yard competition has been met in many ways. Some small yards have established a cash and carry in their own yards with two or more prices and several methods of handling. Have no direct knowledge of the success or failure of this plan but cannot see how it is possible to make a decent profit.

We have investigated the cash and carry yards that are operated by friends of ours and they report the profits begin after \$750,000.00 year's business has developed.

There was one large and one small cash & carry yards opened in Oneonta during 1964 and this is reporting how we met the competition.

First, a rule of thumb that our prices should produce a 5% profit. To get this result many different mark ups must be used to cover the extra cost of handling. Some items a less mark up on load deliveries, fork lift

handling on part car deliveries. This has given us satisfactory results and when regular yards quote 6% - 12% and even 15% from our prices they won't make money.

What are we doing to combat with this rather new competition?

First - perhaps it is a good thing for us as it has brought management upon its toes. We have continued to have a meeting of the managers once a month and spend a half day going over ideas and items that would be of use.

Second - we have had salesmen attend schools that have been conducted by the Lumber Dealers Association.

Third - over the years we have always advertised prices, but to meet the cash & carry boys we can only advertise prices when we have items they do not carry or on items we can handle in cars when the cash & carry won't.

Fourth - we give credit and accept budget notes from home owners.

Fifth - we sell intangibles such as--our reputation for 82 years and spend much effort on exclusive brands. Sell a roofing that is bonded for 15 and 20 years. Advertise the name Briggs. We have ads on ten taxis with a sign 16" x 48" that says "Call Briggs For Lumber". Keep our trade mark before the public.

Sixth - work a little harder, give better service.

Results - our 1964 profit was the best in our history. Our Oneonta volume was increased and we have kept our open accounts even with years that we did less business.

The writer wishes he might read this in 1975. The changes in that period will be great and we predict hard times for the small two man lumber yard.

Roscoe C. Briggs



This is the Drive-In Theater and the ad costs us \$200 per year. The Drive-In painted the sign. This sign is in the exact center of the display and is the only sign in the display large enough to be seen from any point in the Drive-In.

We have a parking place across from the office and erected this sign which is noticed by a great deal of traffic which goes by.



This is the ad we are carrying on the new Brooks House of Bar B-Q's located on Route 7. Only expense to us is the furnishing of the material for the sign and the painting. Mr. Nelson built the sign.

This ad is carried on our large taxi company cars in Oneonta. These are on ten cars and cost us \$40 per month. We furnished the signs which cost less than \$5 each. We have a contract for one year. It has been very well received and most everyone speaks about it.