

A Special Publication 155016 5



September 26, 1960: Some 70 million viewers tune in to watch the first ever televised presidential debate between John F. Kennedy and Richard M. Nixon, which airs on all three TV networks. Kennedy is well-dressed and appears relaxed, while Nixon looks nervous and has a five o'clock shadow. Kennedy is the winner according to a majority of TV viewers, while most listening to the debate on the radio believe Nixon won. On November 8th, Kennedy narrowly defeats Nixon to win the presidency.



Second of the four Kennedy and Nixon debates, which took place at WRC-TV in Washington, D. C., on October 7, 1960



December 24, 1960: HMR begins the annual tradition of recognizing "The Guy in the Glass" - a person of integrity who has made positive contributions to the hardwood industry. Bill Whitman of Memphis Hardwood Flooring Company is the first recipient.



CHEN YOU GET WHAT YOU WANT IN YOUR STRUGGLE FOR SELF, AND THE WORLD MAKES YOU KING FOR A DAY; THEN GO TO THE MIRROR AND LOOK AT YOURSELF, AND SEE WHAT THAT GUY HAS TO SAY.

FOR IT ISN'T YOUR FATHER OR MOTHER OR WIFE WHOSE JUDGMENT UPON YOU MUST PASS;
THE FELLOW WHOSE VERDICT COUNTS MOST IN YOUR LIFE IS THE GUY STARING BACK FROM THE GLASS

FOR HE'S WITH YOU CLEAR UP TO THE END.

AND YOU'VE PASSED YOUR MOST DIFFICULT, DANGEROUS TEST,

IF THE MAN IN THE GLASS IS YOUR FRIEND.

YOU MAY BE LIKE JACK HORNER, AND CHISEL A PLUM, AND THINK YOU'RE A WONDERFUL GUY; BUT THE MAN IN THE GLASS SAYS YOU'RE ONLY A BUM, IF YOU CAN'T LOOK HIM STRAIGHT IN THE EYE.



A QUICK GLANGE THE GOST OF LIVING IN THE 1960s

GALLON OF GAS: \$0.33

CHEVY CORVETTE STING RAY: \$4,295

FRESH ½ GALLON OF MILK: \$0.49

AVG. PUBLIC COLLEGE TUITION (ROOM &

BOARD INCLUDED): \$950

AVERAGE COST OF SINGLE-FAMILY OWNER
OCCUPIED DWELLINGS: \$11,900

PER COLUMN IN. \$ 6.00 FULL PAGE \$75.00

HALF PAGE

ADVERTISING RATES - - - 5 10 or more Time Times Times

Times Times \$ 4.50 \$ 3.0

\$75.00 \$65.00 \$55.0 \$50.00 \$40.00 \$30.00

Hardwood Market Report March 20, 1965 VOLUME XLIII Number 12

HARDWOOD MARKET REPORT

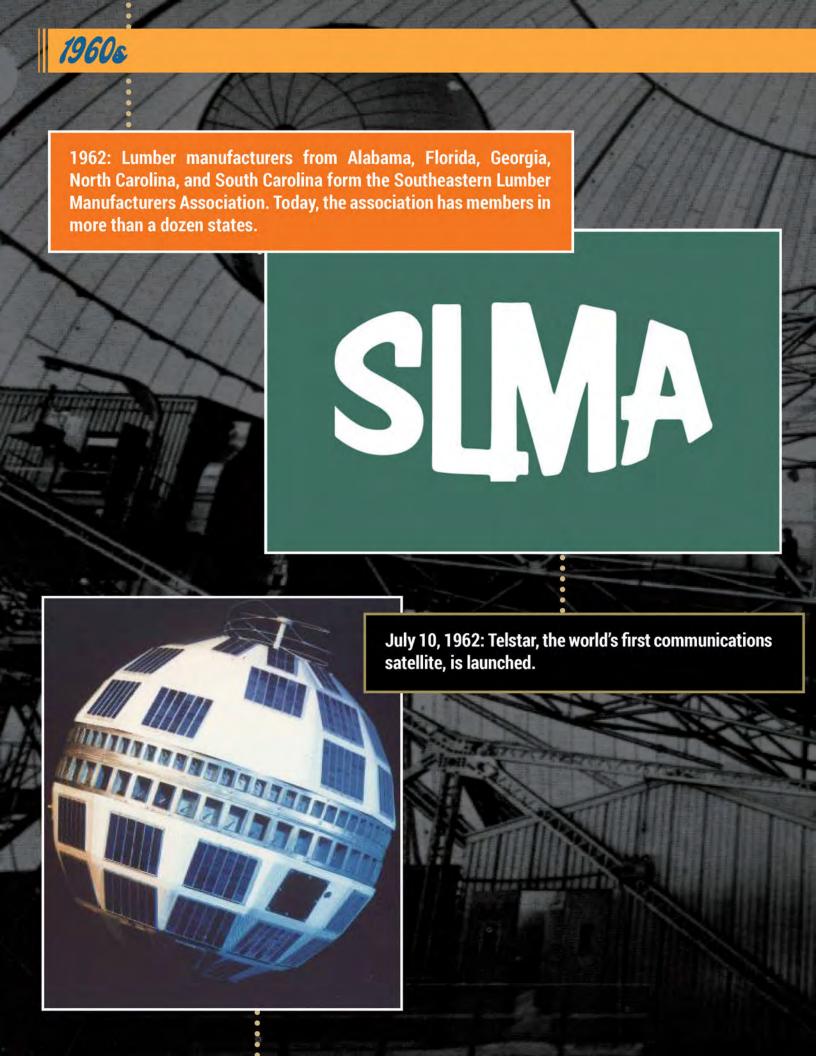
Published weekly at 28 N. Cleveland St.,

Meil Address: P. O. Box 4042 Memphis, Tenn. 38104

ABE LEMSKY, Editor and Publisher,

SUBSCRIPTION RATE - - \$30.00 per year





TRANS-CANADA



September 3, 1962: The Trans-Canada Highway - running from St. John's, Newfoundland to Victoria, British Columbia - is officially opened by Canadian Prime Minister John Diefenbaker. Upon opening, it is the longest national highway in the world.

October 1962: After U.S. planes detect Soviet nuclear missiles in Cuba, President Kennedy orders a blockade of that country. The subsequent 7-day standoff ends when the Soviet Union agrees to remove the missiles in exchange for the U.S. taking nuclear missiles out of Turkey. The world breathes a sigh of relief at having avoided a potential nuclear confrontation.

President Kennedy meets in the Oval Office with General Curtis LeMay and the reconnaissance pilots who found the missile sites in Cuba

Reconnaissance photos from Cuba

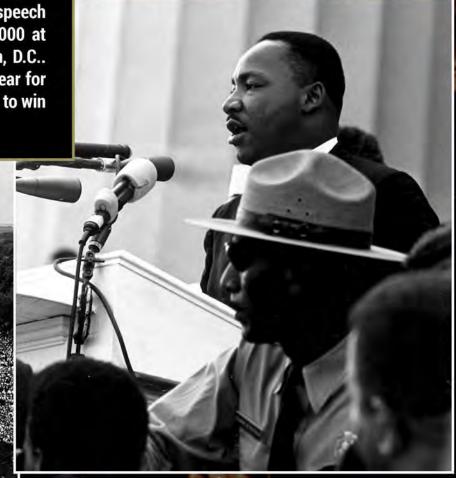


1963: The net volume of hardwood sawtimber on U.S. timberland is 512.7 billion board feet, a 10% increase over 1953, according to the USDA Forest Service's Forest Inventory and Analysis. Nearly 90% of this sawtimber is located east of the Great Plains, and 84% is privately owned.

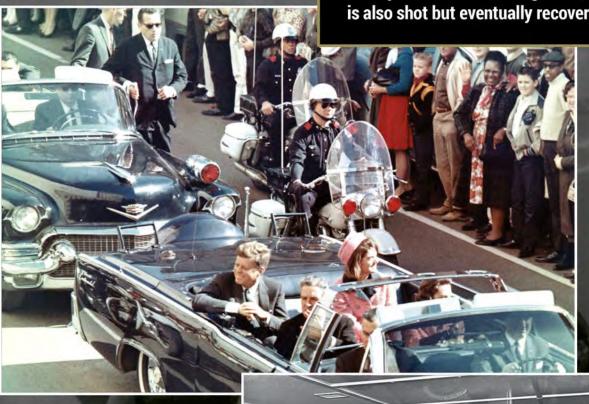


August 28, 1963: Dr. Martin Luther King Jr. delivers his famous "I Have a Dream" speech before an estimated crowd of 250,000 at the Lincoln Memorial in Washington, D.C.. King is later named Person of the Year for 1963 by TIME Magazine and goes on to win the Nobel Peace Prize in 1964.





November 22, 1963: President John F. Kennedy is assassinated in Dallas, TX. Lyndon B. Johnson is sworn in as president about three hours later during a short ceremony aboard Air Force One at nearby Love Field. Texas governor John Connally is also shot but eventually recovers.







January 1964: While area codes are appearing in more and more advertisements in *Hardwood Market Report*, some ads still feature numbers like HI 3-6373, MElrose 2-5537, and ULster 7-2611.

WE SPECIALIZE IN OAK TIMBERS, SAWN TO ORDER

J. W. BLACK LUMBER COMPANY

Phone ULster 7-261

CORNING, ARKANSAS

CUSTOM KILN DRYING AND MILLWORK OUR SPECIALTY

STOCKS ARE OFFERED SUBJECT TO PRIOR SALE

ALL PRICES ARE F.O.B. OUR MILLS, ALEXANDRIA &/OR ROY, LOUISIANA, AND ARE SUBJECT TO CHANGE WITHOUT NOTICE

SEND US YOUR INQUIRIES FOR PAINTABLE PENTA PINE AND HARDWOOD PRODUCTS, INCLUDING STADIUM SEATS

ROY O. MARTIN LUMBER CO., INC.

Phones HI 3-6373 - 4 - 5 - 6 - 7 - 8

Alexandria, La. 71302

SPECIALS

WALNUT LUMBER WHITE OAK

RIFT WHITE OAK 10M' 4/4 Sels&Btr 25M' 4/4 #1 Common ' 5/4 #1 Common

STEAMED WALNUT 25M' 5/8 FAS1F&Btr 25M' 3/4 FAS1F&Btr PIERSON-HOLLOWELL COMPANY, Inc.

Offices: 630 North College Avenue Indianapolis 4, Indiana Tel. MElrose 2-5537 AREA CODE 317 PLANT Lawrenceburg, Indiana SPECIALS

QUARTERED
WHITE OAK
20M' 4/4 SelsaBtr
6M' 8/4 SelsaBtr
35M' 4/4 #1 Common
14M' 5/4 #1 Common
3M' 6/4 #1 Common

3M' 8/4 #1 Common

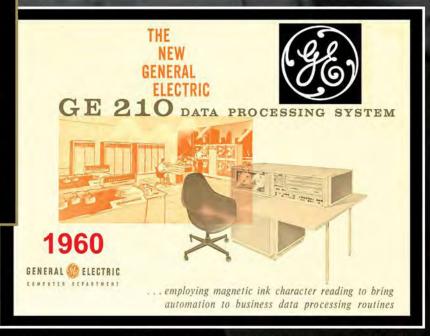
February 9, 1964: The Beatles appear on "The Ed Sullivan Show" for the first time. The TV audience for the broadcast is estimated to be over 70 million.



February 25, 1964: In a huge upset, Cassius Clay defeats Sonny Liston by technical knockout to become the world heavyweight boxing champion. Soon afterward, Clay joins the Nation of Islam and changes his name to Muhammed Ali.

1963

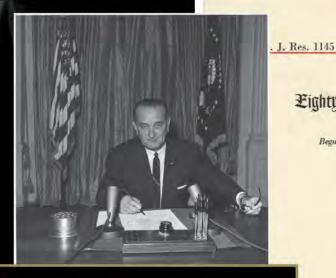
May 1, 1964: Dartmouth College math professors John Kemeny and Thomas Kurtz successfully operate their new BASIC computer language on the school's GE computer system. During the next 20 years, millions in the U.S. and around the world first learn how to operate a computer using BASIC (Beginner's All-Purpose Symbolic Instruction Code).



In reality, the professors used a GE 235 with a \$300,000 grant from the National Science Foundation.

July 2, 1964: The Civil Rights Act of 1964 is signed into law by President Lyndon B. Johnson. The bill had passed the House of Representatives in a bipartisan 290 to 130 vote. However, Democrats staged a filibuster that delayed a Senate vote for 75 days before it finally passed 73 to 27. The law banned segregation at places of public accomodation and employer discrimination on the basis of race, religion, national origin, and gender.





August 7, 1964: The US Congress passes the Gulf of Tonkin Resolution, giving President Johnson the authority to wage war in North Vietnam without a formal Declaration of War.

PUBLIC LAW 88-408

Eighty-eighth Congress of the United States of America

AT THE SECOND SESSION

Begun and held at the City of Washington on Tuesday, the seventh day of January, one thousand nine hundred and sixty-four

Joint Resolution

To promote the maintenance of international peace and security in southeast Asia.

Whereas naval units of the Communist regime in Vietnam, in viola-tion of the principles of the Charter of the United Nations and of international law, have deliberately and repeatedly attacked United States naval vessels lawfully present in international waters, and have thereby created a serious threat to international peace; and

Whereas these attacks are part of a deliberate and systematic cam-paign of aggression that the Communist regime in North Vietnam has been waging against its neighbors and the nations joined with them in the collective defense of their freedom; and

Whereas the United States is assisting the peoples of southeast Asia to protect their freedom and has no territorial, military or political ambitions in that area, but desires only that these peoples should be left in peace to work out their own destinies in their own way: Now, therefore, be it

therefore, be it

Resolved by the Senate and House of Representatives of the United
States of America in Congress assembled, That the Congress approves
and supports the determination of the President, as Commander in
Chief, to take all necessary measures to repel any armed attack against
the forces of the United States and to prevent further aggression.

SEC. 2. The United States regards as vital to its national interest
and to world peace the maintenance of international peace and security
in southeast Asia. Consonant with the Constitution of the United
States and the Charter of the United Nations and in accordance with
its obligations under the Southeast Asia Collective Defense Treaty, the
United States is, therefore, prepared, as the President determines, to
take all necessary steps, including the use of armed force, to assist any
member or protocol state of the Southeast Asia Collective Defense
Treaty requesting assistance in defense of its freedom.

1965: The ABC television network signs a \$32 million contract with the NCAA to broadcast college football games for four years. To put that in perspective, each Big Ten school is slated to receive about \$31 million in TV revenue in 2022 under the league's current contracts with Fox and ESPN.





1965: The Kentucky Forest Industries Association is founded.





February 15, 1965: Canada's newly adopted flag with red maple leaf and red side bars is raised for the first time on Parliament Hill in Ottawa.

July 30, 1965: President Johnson signs Medicare into law as an amendment to the Social Security Act of 1935. About 19 million people enroll in the program when it goes into effect in 1966.

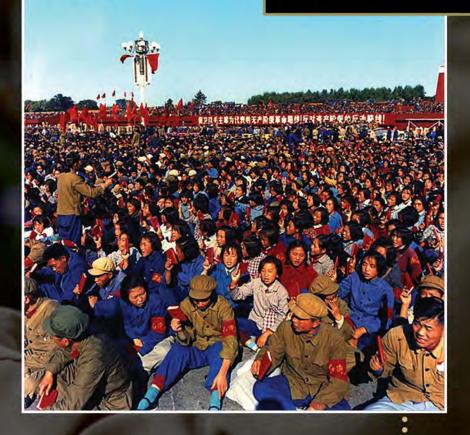




1966: Eastern US hardwood sawmill production rises 3% over 1965 to 9.567 billion board feet, according to *Hardwood Market Report* estimates, the highest level for any year in the 1960s.

August 1966: At a meeting of the Communist Party's Central Committee, Mao Zedong tells China's youth to purge "impure" elements of society. During the ensuing movement, known as the Cultural Revolution, student groups known as Red Guards confront and attack intellectuals, older people, and certain party officials. Early estimates put the resulting death toll at 1.0 to 1.5 million, but more recent evidence suggests a much higher death toll in addition to the millions more imprisoned, tortured, and stripped of personal property.

Red Guards



July 1967: Race riots in Newark, NJ and Detroit, MI cause more than 60 deaths, thousands of injuries, and hundreds of millions of dollars in property damage. Riots erupt in dozens of other U.S. cities in the following weeks in what becomes known as "the long, hot summer."

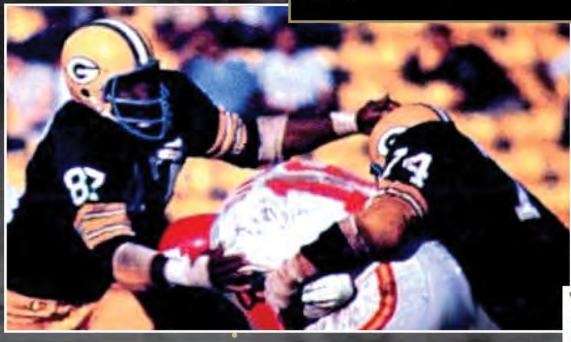
President Lyndon B. Johnson and his advisers gather in the Oval Office to communicate with Federal troops sent in to quell race riots in Detroit, and to plan their handling of the crisis. 1967.



September 8, 1966: Star Trek begins its three-year run on television.



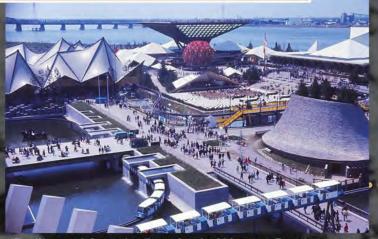
January 15, 1967: The NFL's Green Bay Packers win the first Super Bowl, beating the AFL's Kansas City Chiefs 35-10.



July 1, 1967: On this Dominion Day, Canada celebrates it's 100th anniversary as a fully independent country, which occurred when the British North America Act took effect on July 1, 1867. The name of the annual holiday is changed to Canada Day in 1982.



Logo of Canada's 1967 Centennial celebrations, designed by Stuart Ash



"Pavilions of Ontario, Canada, the Western Provinces, seen from the pavilion of France. On the left, the basin and the waterfalls of the Quebec pavilion. We can clearly see the Minirail surrounding the sites of the pavilions. Expo 67, Montreal, Quebec, Canada." by Laurent Bélanger, CC BY-SA 3.0, via Wikimedia Commons



Canada Centennial Medal December 3, 1967: South African surgeon Christiaan Barnard leads a team that performs the first human-to-human heart transplant. While the first patient lives for just 18 additional days, subsequent research and development leads to longer and longer lifespans for transplant recipients.







"SW-NE view of the site of the assassination of Martin Luther King, Jr. at the Lorraine Motel, site of the National Civil Rights Museum, Memphis, Tn." by DavGreg, licensed under CC BY-SA 3.0

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December 28, 1968: Hardwood Market Report prices for green 4/4 #1C lumber are \$185/MBF for Southern Ash (\$1,498 in March 2022 dollars); \$140 for Southern Red Oak (2022=\$1,134); \$205 for Appalachian Cherry (2022=\$1,660); \$140 for Appalachian White Oak (2022=\$1,134); \$160 for Appalachian Poplar (2022=\$1,296); \$165 for Northern Hard Maple (2022=\$1,336); and \$180 for Northern Soft Maple (2022=\$1,458).

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PREMIONS ARE PREVIOUS FAIR PAIN FAIR (COMPARED WITH OUR ESTIMATE OF LAST THERE THOUGHES INCREASED DECREASE).

DEGITE TOLL		T.	
ASH - FIRM TEXTURE FAS #1C #2C 5/8" 150 115 60 4/4" 285 185 77 5/4" 290 190 80 6/4" 295 195 82 8/4" 325 225 85 10/4" 330 235 95 12/4" 340 240 95	FAS #1C #2C 4/4" 152 132 70 5/4" 163 143 71 6/4" 180 160 72 8/4" 190 170 75 10/4" 195 175 80 12/4" 205 185 80	### PAS #10 #20 4/4" 200 160 90 5/4" 210 175 91 6/4" 220 180 92 8/4" 245 185 94 10/4" 260 195 12/4" 265 200 16/4" 270 215	POPLAR — PLAIN FAS S&S #1 4/4" 195 185 15 5/4" 205 195 16 6/4" 215 205 16 8/4" 230 220 17 10/4" 245 235 18 5/8" 80% of 4/4 p
16/4" 355 250 95 BASSWOOD FAS #1C #2C 4/4" 200 135 75 5/4" 205 137 80 6/4" 210 140 85	BLACK GUM PLAIN FAS #1C #2C 4/4" 150 130 65 5/4" 160 140 66 6/4" 170 150 67 BLACK GUM QUARTERED	SOFT MAPLE - WHAD FAS #1C #2C 4/4" 185 165 70 5/4" 188 168 72 6/4" 190 170 77	POPLAR — QUARTERED FAS #1C 4/4" 250 162 5/4" 260 167 6/4" 265 172 8/4" 280 180
8/4" 215 145 90 Sel. \$10 under FAS BEECH FAS #1C #2C 5/8" 113 88 50 4/4" 160 130 66	FAS #1C #2C 4/4" 185 165 68 5/4" 195 175 70 6/4" 205 185 71 8/4" 210 190 71 10/4" 225 205 75 12/4" 230 210 75	8/4" 200 175 80 10/4" 210 180 86 12/4" 215 185 90 SOFT MAPLE - WHND FAS #1C #2C	SYCAMORE - PLAIN FAS #10 #20 5/8" 113 93 63 4/4" 135 115 68 5/4" 145 125 70

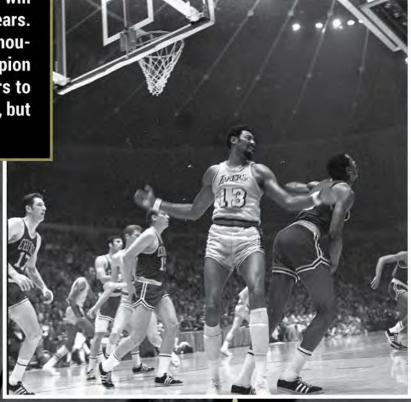
1966 through 1969: U.S. manufacturers' shipments of solid wood flooring fall 40% to 387.8 MMBF. The 1966 decision by the Federal Housing Administration that allowed buyers to include wall-to-wall carpeting in mortgages factored into the decline. However, shipments had already fallen from the 1955 peak of 1,207.2 MMBF to 654.4 MMBF in 1966, before the FHA decision went into effect.

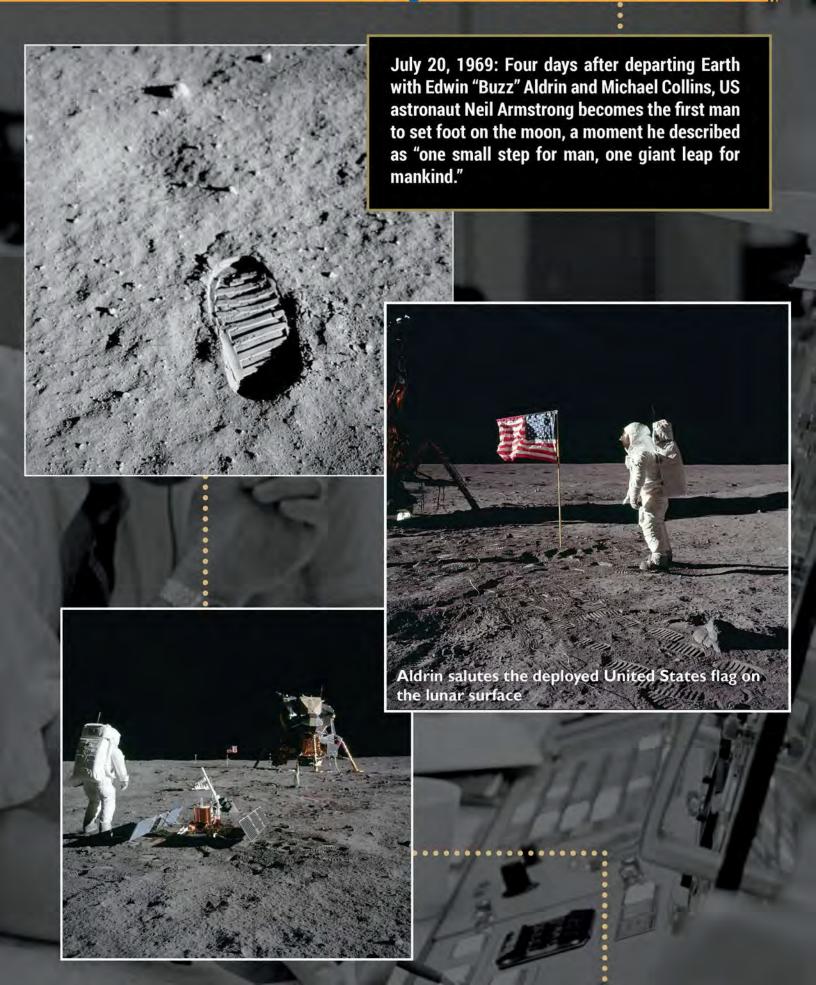
1969: Five hardwood lumbermen meeting for lunch at a Southern California restaurant each contribute \$50 to establish the Los Angeles Hardwood Lumbermen's Club. Kenneth W. Tinkler is elected the Club's first president.

April 14, 1969: In the first Major League Baseball game ever played outside the United States, the newly formed Montreal Expos defeat the St. Louis Cardinals 8-7 at Jarry Park in Montreal.



May 5, 1969: The Boston Celtics defeat the Los Angeles Lakers 108-106 in Los Angeles to win their 11th NBA World Championship in 13 years. Lakers owner Jack Kent Cooke ordered that thousands of balloons printed with "World Champion Lakers" be suspended from the arena's rafters to be dropped in celebration of an expected title, but the balloons remain in the rafters.





August 15-18, 1969: Hundreds of thousands of people attend the Woodstock Music Festival in upstate New York. Among the dozens of musicians and bands who performed were Joan Baez, Santana, The Grateful Dead, Janis Joplin, The Who, Joe Cocker, and Jimi Hendrix.





"Joe Cocker and the Grease Band performing at Woodstock" By Derek Redmond and Paul Campbell - Own work, CC BY-SA 3.0, https://commons.wikimedia.org/w/index.php?curid=218570

OH BOY! THOSE HARDWOOD MARKET REPORT ADS SURE BRING RESULTS!



help free people to enjoy their sensuality. context and preparing it for market, the WOODSTOCK 3DAYS MUSIC & ART FAIR AN AQUARIAN **EXPOSITION**

FRI., AUG., 15 Joan Baez

WALLKILL, N.Y

Arlo Guthrie Tim Hardin Richie Havens Incredible String Band Sweetwater Ravi Shankar

SAT., AUG., 16

Keef Hartley Canned Heat Creedence Clearwater Grateful Dead Janis Joplin Jefferson Airplane Santana

SUN., AUG., 17

The Band Jeff Beck Group Blood, Sweat and Tears Joe Cocker Crosby, Stills and Nash Iron Butterfly
The Moody Blues
The Who **Johnny Winter**

All programs subject to change

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information: Crafts Bazaar—If you like creative knickknacks and old junk you'll love roaming around our bazaar. You'll see imaginative leather, ceramic, bead, and silver creations, as well as Zodiac Charts, camp clothes, and worn out shoes. Work Shops—If you like playing with beads, or improvising on a guitar, or writing poetry, or molding clay, stop by one of our work shops and see what you can give and take.

Food-There will be cokes and hotdogs and dozens of curious food and fruit combinations to experiment with. Hundreds of Acres to Roam on—Walk around for three days without seeing a skyscraper or a traffic light. Fly a kite, sun yourself. Cook your own food and breathe unspoiled air. Camp out: Tents, water, restrooms, and camping equipment will be available.

Music starts at 4:00 P.M. on Friday, and at 1:00 P.M. on Saturday and Sunday—It'il run for 12 continuous hours, except for a few short breaks to allow the performers to catch their breaks.

Please Print

Send me information on the WOODSTOCK MUSIC & ART FAIR ntormation on the WOODSTOCK MUSIC & ...lickets for Fri., Aug. 15, at \$7.00 each ...lickets for Stal., Aug. 16, at \$7.00 each ...lickets for Sun., Aug. 17, at \$7.00 each ...lickets for Sun., Aug. 17, at \$7.00 each ...lickets for Fri. & Sat., Aug. 15, 16, at \$13.00 each ...lickets for \$84. & Sun., Aug. 16, 17, at \$13.00 each ...lickets for \$84. & Sun., Aug. 16, 17, ...lickets for \$84. & Sun., Aug. 18, ...lickets Complete 3 day tickets for Fri., Sat., Sun., Aug. 15, 16, 17, at \$18.00 each



To place an ad in this special publication, contact Brian Cruzen: E: brian@hmr.com | P: 901.767.9126



December 27, 1969: A Memphis, TN company specializing in custom kiln drying and millwork lists prices for various services in its advertisement in Hardwood Market Report. Prices for custom drying - including all handling - range from \$20/MBF for 4/4 Poplar and like species to \$61/MBF for quarter sawn 8/4 Red and White Oak. S2S is available for a charge of \$12/MBF, with grading and tallying services costing \$5.50/MBF.

12

Pinkerton Corporation

PHONE 901-948-3327 . 125 GILBERT AVE. . P. O. 80X 2029 . MEMPHIS, TENN. 38102

CUSTOM KILN DRYING . SURFACING . RESAWING . MILLWORK

DECEMBER 29, 1969

CUSTOM KILN DRYING

Automatically-Controlled Fan-Type Compartment Kilns
HARDWOODS & SOFTWOODS—ALL GRADES—ALL SPECIES

Kiln drying to desired M. C., including all handling (unloading from cars or trucks, handling through kilns, and reloading cars or trucks, etc.)

	KIEN DRIED	5/8" 3/4"	4/4"	5/4"	6/4"	8/4"	10/4"	12/4"
No. 1	Basswood, Cedar, Cottonwood, Soft Elm, Fir, Hackberry, Locust, Magnolia, Soft Maple, Pine, Poplar, Willow:	\$18.00	\$20.00	\$23.00	\$26.00	\$31.00	\$38.00	\$45.00
No. 2	Ash, Beech, Cativo, Chestnut, Cherry, Cypress, Pl. Sap Gum, Limba (Korina), African, Honduras and Philippine Ma- hogany, Ramin, Sycamore, Tupelo, Virola:	\$20.00	\$23.00	\$26.00	\$30.00	\$38.00	\$48.00	\$53.00
No. 3	Apitong, Birch, Rock Elm, Red Gum, Qtd. Sap Gum, Hickory, Hard Maple, Parana, Pecan, Pl. White and Pl. Red Oak, Teak, Walnut:	\$23.00	\$26.00	\$29.00	\$37.00	\$49.00	I,U	1
No. 4	Quarter Sawn Oak, Red and White:	\$26.00	\$31.00	\$36.00	\$47.00	\$61.00	7 1 11 1	

Furniture Squares—Add 100% to above prices.

The above prices are for thoroughly air-dried lumber: 35% M.C. or less. Stock over 35 M.C., add ½ to base price. We unconditionally guarantee our kiln drying and furnish certificate of guarantee with each shipment.

We carry insurance on lumber in our kilns and on our premises at no expense to our customers and in case of loss by fire, each would receive his pro rata of amount collected.

LIFT TRUCKS load or unload trucks immediately.

3 ACRES OF ENCLOSED BUILDINGS AND OUR MODERN HANDLING EQUIPMENT ENABLES US TO UNLOAD, STACK, RELOAD AND STORE INSIDE BUILDINGS OUT OF THE WEATHER.

CUSTOM MILLWORK

Add \$3.50 per M' to above prices for box carload shipments when not kiln dried by us.

Add \$2.00 per M' to above prices for chain car or truck load shipments when not kiln dried by us.

We unconditionally guarantee all millwork and furnish certificate of guarantee with each shipment.

Favorable freight rates are in effect via Memphis with stop-over privileges.

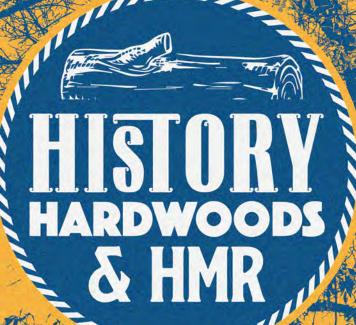
We are members of Southern Hardwood Traffic Association and handle your transit and traffic problems for you.

Entire capacity of dry kilns and planning mill devoted exclusively to custom work, 600,000 ft. capacity.



History, Hardwoods, & HMR will continue its trip into the past, present, and future and showcase historical events in the world, the hardwood industry, and within HMR.

Stay tuned as we head into the groovy 1970s.





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