

A Look At Lumber—

Urban Forester Role Impresses Ex-Bruce Management Trainee

By EMMETT MAUM

A young former management trainee at the old E. L. Bruce Co., Inc. in Memphis, a University of Tennessee forestry graduate, is a strong believer in the importance of urban foresters. People — perhaps for a reason — usually think of foresters who spend all of their time on timberlands, he says.



W. Jim Cortese

But W. Jim Cortese, who received his degree from UT in forest management, makes it clear that urban foresters are a necessity to keep trees around homes healthy. Cortese has opened his own business in Knoxville — Cortese Tree Specialists — and besides being an urban forester, he owns the distributorship in a wide area of the South for Mauge Tree Injectors.

In December, 1976, he graduated at UT and the next year started his own business. During the summers of his university career,

Cortese was hired by H. E. 'Gene' Parker, then a Bruce executive and now vice president and a principal of Curtner-Parker Lumber Co., a hardwood lumber wholesale firm here.

"My job was to help run the dry kiln operation, do a lot of lumber tally work for lumber inspectors and run moisture samples," said Cortese.

However, his goal changed, and he wanted to become an urban forester. He fills that position with his company

today, and says, "I consider myself a maverick. Nobody in the Southeast operates as I do, as far as I know. The reason is that my ultimate aim is to educate the public to proper tree maintenance."

TRIANGLE PACIFIC CORP. of Dallas, which bought the E. L. Bruce flooring division of Cook Industries, Inc., has completed the sale of its lumber manufacturing facilities in Quesnel, British Columbia, to Slocan Forest Products, Ltd., based in Vancouver. Proceeds were about \$10.3 million, including \$9.9 million in cash and the rest in a five-year subordinated debenture. Triangle Pacific said the selling price was greater than book value of the assets sold.

However, exchange gains, losses and taxes, which cannot be determined at this time, may create a loss on the transaction, said the company.

The sale completed Triangle Pacific's disposal of virtually all of its lumber manufacturing and building products distribution operations. The company is the nation's largest manufacturer of hardwood flooring, kitchen and bathroom cabinets.



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