

Henninger's New Mart in Roseburg Will Open Friday

Food Store Modern To Last Detail

Structural Beauty Combines With Efficient Setup to Present Establishment Of Unsurpassed Quality.

Henninger's Mart No. 2, claimed to be southern Oregon's most beautiful and efficiently arranged food store, will open to the public in Roseburg Friday. Newly built upon original design, the store is brilliant in white and chromium interior trim and its beauty is further revealed by more than 9,000 watts of interior lighting.

Operated on a self-service basis, it will offer in addition to a complete line of staple groceries, a thoroughly modern meat department, soft drink and frozen foods counter, and an extended line of cosmetics and remedies.

The new mart is housed in a concrete building located on Stephens street, just south of Mosher street. The design is an original one by Henninger brothers, owners of the store, who, in addition to ideas gained by many years of food merchandising in Douglas county, traveled thousands of miles and visited more than 2,000 of the country's leading food stores before adopting the final plans for their new structure.

The modern, streamlined front offers the protection of a full-length, brilliantly lighted marquee. Folding glass doors set back from the sidewalk and may be opened to the full width of the store. Above the marquee is a neon sign equipped with high intensity lighting.

The main floor of the store proper contains 5,600 square feet of space, and is furnished with streamlined counters and tables, manufactured to design and specifications by the Coen Lumber company of Roseburg.

Flanking the south side of the spacious service room is the meat department, which is equipped with the latest types of refrigerated show cases, cutting blocks and wrapping tables, together with a large, automatically controlled cold storage room. A special feature of the cold storage unit is a "reach-in" cabinet, which will be used for milk, butter, mixers, etc., and from which customers may serve themselves. The unit also includes a storage room for vegetables and perishables.

A soda fountain is included. At the north side of the room is located the bakery and confections department, together with a soda fountain. These two departments are new additions to the lines previously furnished by Henninger's. In the same section will be located the stock of cosmetics and remedies which will be greatly enlarged, the owners report.

The west wall carries huge refrigerated shelves loaded with staple groceries. A mezzanine floor is fitted with a business office and a large, comfortably furnished ladies' lounge. Behind the main store room is a storage warehouse, 20 by 80 feet in size and served by a loading platform fronting on the alley.

The store will be fully air conditioned to provide comfort during the warm months, and in the winter season will be heated by suspended gas heating units. Additional self-service carts and baskets are being provided for the use of customers, who will find wide aisles and conspicuous displays great aids to shopping.

Train Wreck in Florida Injures 13 Passengers
CALLAHAN, Fla., Feb. 29.—(AP)—Thirteen passengers were injured slightly when 10 coaches of the Atlantic coast line railroad's "Vacationer" were derailed, one mile south of here, early today.

None of the injured required hospitalization, and all continued their southward journey about another hour within an hour after the accident.

Be SALE at Goetz's Saturday (Adv.)

Best Wishes TO Lawrence and Al

Roy Hufham Neon Signs Sales and Service

Head Associated Employers of Oregon



Above are pictured the executive board personnel of the Associated Employers of Oregon for 1940. Back row, from left, Earl Shank, Hood River; J. T. Nelson, Pendleton; C. W. Hartzel, Tillamook; Harper Johnson, McMinnville; Ed Haydenburg, Grants Pass; Carl Hogg, Salem; Dan Hay, Salem, executive manager. Front row, from left, Ralph Wiltale, Bend; E. V. Lee, Eugene; Reynolds Allen, Salem, general chairman; T. A. Winkelman, Salem, secretary-treasurer; Gilbert O. Madison, Eugene; R. E. Dunham, Marshfield; E. V. Vernon, Salem, and C. H. Woodcock, Corvallis, not present.

New Store Has Beautiful Interior



Pictured above is a corner in the new Henninger Mart No. 2, Roseburg, which will be opened to the public Friday. The interior of the building is finished in white and lighted with more than 9,000 watts of electricity. News-Review cameraman Gene Powell caught the above picture as employees of the store were engaged in setting out the store's emporium at cck of merchandise in preparation of the grand opening.

New Mart Offers Free Parking Area

Free parking on a spacious and easily accessible lot is expected to be one of the greatly appreciated features of the new Henninger's Mart No. 2, opening in Roseburg Friday. The lot, 60 by 100 feet in size, adjoins the new store building on the south. It is being improved and surfaced and will be landscaped in the near future, according to present plans.

"It is our opinion that the free parking privilege will be greatly appreciated by our patrons," stated Lawrence Henninger, one of the owners. "It was one of the reasons that we selected our new location outside the congested business area where it was not possible to secure sufficient land for possible adequate parking space."

The location and arrangement of this lot makes it of particular value to patrons, who will thus be able to park their cars away from traffic hazards and at the same time be within a few steps of the store.

Junior High Dates Circus Over KRRR

The Roseburg Junior High school is presenting the weekly school broadcast Friday at 11:30 a. m. over the facilities of KRRR.

Under the direction of Scott Williams, the students are giving a portion of the show from their annual "Hires" jamboree which is to be held March 5 at the junior high school.

The theme of the jamboree is a circus in seven acts. Don't Lamb will introduce each of the class acts in the melodrama, "The Man Saw Me Child," and Wayne Hufham will give the "Hires" about each. The characters are Bill Ann Smith, Dady, Bill Baker, Chester, the horse Paul Weaver, Aschblatt, the clown, Jessy John, Mother, Jane Kilpatrick, not to Crowthers, a coach, Dennis Anderson, Mary Lawson, a mazy girl, Vernet Baker, Bill, a girl, and John Baker, Hires' maid.

The closing number, the grand finale of the program, are "Lamb, Chester and Vernet Baker and the melodramatic separation of the school on the air, which will be given by Betty Patterson and Floyd Lewis.

The musical part of the program will consist of several piano selections by Ned Bette.

Employers Seek Tax Law Revision

Continuation in an effort to revise state unemployment law was indicated by the Roseburg unit of the Associated Employers of Oregon at a meeting held at the Roseburg chamber of commerce office last night.

Reports were made by L. A. Hild, J. E. Sullivan, Jack Hart, Herbert Sullivan and O. J. Feldman on the recent annual meeting of the state organization at Corvallis. They stated that the commission was divided largely in its recommendation of incapacity in taxation particularly the unemployment tax. Steps will be taken, it was felt, to secure revision of the law at the next session of the state legislature.

A local legislative committee composed of W. S. Fisher, A. F. Sage, Nelson Stewart, J. J. Ford, James and John Ross, is being organized to make a complete study of the law and to recommend possible improvement of the law.

Announcement was made that Jack Hayes, state manager of the AEAU, will be in Roseburg the latter part of March to hold a meeting with employers in Roseburg and vicinity.

Cities Warned Against Flowery Inducements

VANCOUVER, Wash., Feb. 29.—(AP)—Economic Administrator Paul J. Baker warned last night against cities offering extravagant inducements to attract industries.

Court Considers Case of Iron Slugs "Money"

PORTLAND, Feb. 29.—(AP)—The case of H. F. O'Connell, 52, charged with carrying a national bank to court a felony, was taken under advisement yesterday by District Judge Day.

Harvey Deason, defense attorney, charged an attempt to obtain money under false pretenses was not a federal offense and asked for a verdict of innocence.

O'Connell is charged with attempting to obtain \$25,000 from state bank by using a letterhead of the First National bank of Portland.

Montana Faculty Dispute Settled

MISSOULA, Mont., Feb. 29.—(AP)—The Montana board of education, moving to restore harmony to the Montana state university faculty, gave President George F. Simmons a vote of confidence last night and withdrew its demand that five faculty members who opposed him resign.

During an 11-day hearing last month Simmons was described as "indifferent" by some witnesses and accused by others.

The board announced that it disapproved of the resignation demanded by the trustees. In the future it "expects every member who feels impelled to an act of disapproval to be loyal to the university to resign."

Chinese Recapture City in Daring Night Attack

HONGKONG, Feb. 29.—(AP)—Scouting walls in a daring night attack and battling the Japanese expanse in furious street fighting, Chinese recaptured the Kwangtung province city of Tengchi, the Central Chinese news agency reported today.

Tengchi, 12 miles northeast of Swatow on the south China coast, was recaptured by the Japanese five months ago.

Japanese officials said the Chinese had left 2,400 dead after killing more than 1,000 Japanese. They reported Monday that about 25,000 Chinese were captured, including 10,000 of military quality.

CONGRATULATIONS AND BEST WISHES TO HENNINGER'S MART TO PETE CRUMETT PLUMBER Telephone 697

Business Stride Marked By Firm

New Mart Launched in 30th Year of Steady Progress by Henninger Brothers.

Opening of Henninger's Mart No. 2 here Friday is another forward step in more than 30 years of operation by the Henninger brothers, Al and Lawrence.

They entered the merchandising business in Douglas county in 1909, when their father, E. L. Henninger, with whom they were then associated, came to Douglas county from Mayfield and engaged in business at Oakland.

Lawrence Henninger went into business at Canyonville in 1929, and Al Henninger started a market in Glendale in 1926. Both the canyonville and Glendale stores are still operated by the firm.

They came to Roseburg in July, 1937, at which time they opened Henninger's Mart No. 1, located in the Creason building, and in March, 1939, purchased the Market on Stephens street opposite the federal building, where they installed Mart No. 2. It is this latter business which is being moved into new quarters.

In connection with their business activities here, they sponsor the daily, except Sunday, radio program, "The Man on the Street," one of KRRR's most popular releases, and also sponsor an annual pet parade.

Local Labor Used In Mart Building

Local labor was used almost exclusively in the construction of the new building erected for Henninger's Mart No. 2. The structure was built by the Coen Lumber company and is held by Henninger Bros. under a long-term lease.

Construction work was supervised by John A. Runyan, Electrical wiring was done by George Singleton of the Roseburg Electric and J. S. McDonald. The plumbing contract was awarded to Pete Crummett, and sheet metal work to John Kelley and Rice and Meyers. Harold Bender had the contract on refrigeration. Painting was not contracted but was done on a day basis, chiefly by Ed Marry and Fayette Langenberg.

The store has been equipped with modern streamlined counters, shelves, tables, etc., all of which were manufactured locally by the Coen Lumber company.

Byron Woodruff Will Be Manager of New Store

Henninger's Mart No. 2, opening Friday, will be served by a large group of employees, many of whom have been with the firm of Henninger Bros. over a period of several years.

The new store will be under the management of Byron Woodruff. The meat department will be directed by Jack Yearwood, and Mrs. Vivian Wanda and Verna Gale will be in charge of the bakery, pastry and frozen foods departments.

Other employees will include James Loomis, Neil Brady and Roger Olmsted.

Man Operating Truck Killed by Falling Tree

BAKER, Ore., Feb. 28.—(AP)—Everett Price, about 26, Prairie City, was killed and James Crockett of Baker was seriously injured today when a tree was toppled by a high wind at the logging camp of the Coen Lumber company near Bates.

The falling tree crushed a truck that Police was operating. Crockett was taken to the hospital.

Man Operating Truck Killed by Falling Tree

BAKER, Ore., Feb. 28.—(AP)—Everett Price, about 26, Prairie City, was killed and James Crockett of Baker was seriously injured today when a tree was toppled by a high wind at the logging camp of the Coen Lumber company near Bates.

The falling tree crushed a truck that Police was operating. Crockett was taken to the hospital.

Leaves for Work

Warren Cloake, of this city, left today for Wall Creek to work with the A. S. Wallace construction crew.

Our Sincere Best Wishes to the New Henninger's Mart We are proud of the gas heating system which we have installed in your beautiful new food mart. California-Pacific Utilities Co. PERKINS BUILDING TELEPHONE 235

Double Hazard

COLUMBIA, Miss. — Seggie Pierce, 18, put fire to a charge of dynamite under a stump and ran for cover.

He tripped over another stump, fell, and was killed by the explosion of a dynamite stick he was carrying.

Gregor Mendel discovered the laws of heredity in the human race by crossing varieties of garden peas.

Let a lumber scaler saw the tree falling, but could not entirely escape it. He suffered a back injury when hit by a limb.

He tripped over another stump, fell, and was killed by the explosion of a dynamite stick he was carrying.

Gregor Mendel discovered the laws of heredity in the human race by crossing varieties of garden peas.

Let a lumber scaler saw the tree falling, but could not entirely escape it. He suffered a back injury when hit by a limb.

He tripped over another stump, fell, and was killed by the explosion of a dynamite stick he was carrying.

Gregor Mendel discovered the laws of heredity in the human race by crossing varieties of garden peas.

Let a lumber scaler saw the tree falling, but could not entirely escape it. He suffered a back injury when hit by a limb.

He tripped over another stump, fell, and was killed by the explosion of a dynamite stick he was carrying.

Gregor Mendel discovered the laws of heredity in the human race by crossing varieties of garden peas.

Let a lumber scaler saw the tree falling, but could not entirely escape it. He suffered a back injury when hit by a limb.

He tripped over another stump, fell, and was killed by the explosion of a dynamite stick he was carrying.

Gregor Mendel discovered the laws of heredity in the human race by crossing varieties of garden peas.

Let a lumber scaler saw the tree falling, but could not entirely escape it. He suffered a back injury when hit by a limb.

He tripped over another stump, fell, and was killed by the explosion of a dynamite stick he was carrying.

Gregor Mendel discovered the laws of heredity in the human race by crossing varieties of garden peas.

Let a lumber scaler saw the tree falling, but could not entirely escape it. He suffered a back injury when hit by a limb.

He tripped over another stump, fell, and was killed by the explosion of a dynamite stick he was carrying.

Gregor Mendel discovered the laws of heredity in the human race by crossing varieties of garden peas.

Let a lumber scaler saw the tree falling, but could not entirely escape it. He suffered a back injury when hit by a limb.

He tripped over another stump, fell, and was killed by the explosion of a dynamite stick he was carrying.

Gregor Mendel discovered the laws of heredity in the human race by crossing varieties of garden peas.

Let a lumber scaler saw the tree falling, but could not entirely escape it. He suffered a back injury when hit by a limb.

He tripped over another stump, fell, and was killed by the explosion of a dynamite stick he was carrying.

Gregor Mendel discovered the laws of heredity in the human race by crossing varieties of garden peas.

Let a lumber scaler saw the tree falling, but could not entirely escape it. He suffered a back injury when hit by a limb.

He tripped over another stump, fell, and was killed by the explosion of a dynamite stick he was carrying.

Gregor Mendel discovered the laws of heredity in the human race by crossing varieties of garden peas.

Let a lumber scaler saw the tree falling, but could not entirely escape it. He suffered a back injury when hit by a limb.

He tripped over another stump, fell, and was killed by the explosion of a dynamite stick he was carrying.

Gregor Mendel discovered the laws of heredity in the human race by crossing varieties of garden peas.

Let a lumber scaler saw the tree falling, but could not entirely escape it. He suffered a back injury when hit by a limb.

He tripped over another stump, fell, and was killed by the explosion of a dynamite stick he was carrying.

Gregor Mendel discovered the laws of heredity in the human race by crossing varieties of garden peas.

Let a lumber scaler saw the tree falling, but could not entirely escape it. He suffered a back injury when hit by a limb.

He tripped over another stump, fell, and was killed by the explosion of a dynamite stick he was carrying.

Gregor Mendel discovered the laws of heredity in the human race by crossing varieties of garden peas.