

The News-Review

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BUSINESS PROSPECTS BRIGHT

Charles V. Stanton

Retail sales volume for the months of June, July and August will show increases from five to ten per cent above the same period last year. Such is the opinion of more than 80 per cent of retailers surveyed in 41 representative markets throughout the United States.

The Roseburg market was one of those included in the survey. The study was made recently by the Bureau of Advertising of the American Newspaper Publishers Association, Inc., of which The News-Review is a member. Staff members from this newspaper's advertising department assisted in collecting information for the nationwide survey of business opinion.

The study covered representative markets in all parts of the country and included markets of all sizes.

Fifteen per cent of the retailers contacted did not anticipate any material increase in sales over the same period last year, but were of the opinion there would be no drop in volume.

Sustaining their belief that summer business will be at record peak, many executives announced plans for increasing advertising budgets to be used in an enlarged sales promotion program.

Particular emphasis is expected on summer apparel, household appliances, luggage, summer rugs and furniture, photographic equipment, auto accessories, lingerie, bedding, picnic and camping supplies, paint and wallpaper.

Leisure Time Affects Sales

The "Do-It-Yourself" fad is making an important contribution to retail sales and better business volume.

With summer weather in prospect many people are buying materials for home repair or alteration, construction of outdoor patios, outdoor furniture, etc., or are painting their homes, or doing other such work. The emphasis on outdoor living is creating a big market for charcoal broilers, utensils, lawn furniture, game sets and many other items designed for outdoor relaxation and fun.

Great advances made in the field of refrigeration are producing sales of air conditioners, room coolers, combined heating and cooling units, together with food freezers and refrigerators.

Late summer will see campaigns on Back-To-School promotion yard good sales for "sew-it-yourselfers" and suggestions for reconditioning home heating equipment ahead of winter demand.

Newspaper publishers were pleased, of course, by the Bureau of Advertising findings that merchandising executives queried in the survey were almost unanimous in their choice of daily newspapers as the major medium for promotional dollars. More than half indicated they would invest more than 90 cents out of each advertising dollar in their local newspapers during their summer campaigns.

Public Has Confidence

Predominating in statements from executives contacted in the survey was the thought that the public seems to have confidence that the general economic level will be high. People have lost their fear of any immediate recession and are spending money with confidence that full employment will continue. Individual incomes are higher, while, at the same time, there has been little advance in prices, thus making the market exceptionally favorable for the buyer.

Members of The News-Review staff, assisting the Bureau of Advertising in the nationwide survey, found retailers in the Roseburg market voicing much the same ideas as those reported in the national summary. They were, perhaps, a little more optimistic than the average, in view of prospects for continued full employment in the area, a firm market for timber products, and generally high economic levels for the community as a whole.

Bruce Blossat

The State Department and the Civil Aeronautics Board currently are reviewing an agreement made with West Germany that would authorize air routes to and beyond the United States for the revived German airline, Lufthansa.

In exchange, of course, the pact also would provide new routes in and beyond Germany for U.S. carriers.

Several U.S. lines complained, legitimately, that the agreement was concluded without full opportunity for them to voice their views. Under pressure from the Senate Interstate Commerce Committee, aroused by their protests, the government agreed to take a second look.

The basic criticism advanced against the Lufthansa agreement is that it gives the line too much. The German carrier, which only recently resumed international flights under temporary arrangement permitting access to New York, would gain under the disputed pact the privilege of flying to Boston and Philadelphia as well. From these eastern points it would be allowed to fly to the Caribbean and South America.

In addition, it would be given entry into Chicago from Europe, via Canada, and to San Francisco or Los Angeles from Europe, using the polar route pioneered by Scandinavian Airways System.

Clearly this is extremely generous. No other foreign line flying to America has such sweeping privileges.

Even more to the point, no comparable generosity toward competing American lines has been exhibited by the government.

The proposed Lufthansa arrangement governing flights from New York to South America would be superior in a number of respects to those in force for such U.S. lines as Pan American and Braniff.

For instance, Braniff has sought a route to Colombia for some time, but negotiations have lagged. Pan American, this country's

great link to Latin America, cannot fly from New York to many points in South America. It must start and end flights in Miami, often inconveniencing passengers and placing it at a competitive disadvantage with any lines pivoting on New York.

The Lufthansa pact is not the first sign of such evident discrimination. Existing agreements allow Air France and KLM to fly from Europe to New York and thence non-stop to Mexico City. But though both Pan American and American Airlines seek non-stop New York-Mexico City rights, they have not gained them.

One would almost think the State Department and CAP had not heard of the newer, high-speed, long-range aircraft which make anything less than non-stop service on such routes virtually noncompetitive.

The government's justification of this notable generosity to foreign lines is that it is necessary to win reciprocal privileges for U.S. international carriers in nations around the globe.

As a principle this seems unassailable. But in practice it would appear that American officials have leaned over backward to please foreign governments.

Nevertheless, if they are insistent upon this course, minimum fairness should require that they put U.S. airlines on a full competitive footing with their foreign rivals. Up to now they have been slow to recognize that necessity.

Rhododendron Blooming Reported Now At Peak

PORTLAND (AP)—The Cascade mountain rhododendron blooming season, an annual attraction for thousands, is at its peak, the Oregon Motor Assn. reported.

The flowers usually are impressive for only about two weeks, the association said.

Nehrutality



NEA Service, Inc.

Southern Pacific Supplied 98 Per Cent Of Car Demand

SALEM (AP)—The Southern Pacific Railroad supplied 98 per cent of the freight cars ordered by Oregon lumber and lumber products shippers last week, Public Utilities Comm. Charles H. Holtzel reported this week.

The figure compared with 76 per cent for the week before.

Holtzel regards the improvement as only temporary with the shortage expected to become more severe next week.

Following are the figures for last week by divisions for lumber and lumber products:

1. Main line, between Portland and Eugene—259 ordered, 295 provided, 113 per cent.

2. Siskiyou line, from Eugene through Roseburg, Grants Pass, Medford and Ashland—2,241 ordered, 2,024 provided, 90 per cent.

3. Coos Bay branch—417 ordered, 461 provided, 110 per cent.

4. Westside branch to Newberg, McMinville, Sheridan and Willamina—157 ordered, 137 provided, 87 per cent.

5. Westside branch via Hillsboro and Forest Grove—75 ordered, 84 provided, 112 per cent.

6. Tillamook branch—180 ordered, 167 provided, 93 per cent.

7. Toledo branch via Corvallis and Monroe—342 ordered, 339 provided, 98 per cent.

8. Mill City branch via Lebanon—115 ordered, 107 provided, 93 per cent.

9. Cascade line via Springfield, Westfir and Oakridge—281 ordered, 333 provided, 118 per cent.

10. Eastside branch, via Silverton, West Stayton and Brownsville—50 ordered, 51 provided, 100 per cent.

Westside branch, via Dallas, Independence and Oswego—237 ordered, 255 provided, 108 per cent.

Total, 4,354 ordered, 4,253 provided, 98 per cent.

Total for week ended June 25—5,367 ordered, 4,211 provided, 78 per cent.

Firemen Write Thanks For Convention Success

ROSEBURG (AP)—We would like to take this means to thank all the organizations, firms and individuals who helped in making our recent state convention the best ever. The combined efforts made the convention outstanding. We know that every delegate who attended will want to come back to our city.

Roseburg Fire Dept.
Roseburg Rural Fire Dept.
By W. E. (Dutch) Mills.

Eagles Of Pendleton Appreciate Reception

PENDLETON (AP)—We the delegates to the Oregon State Eagles convention wish to express our sincere appreciation to the merchants and citizens of Roseburg for the royal way that we were received and treated during our recent visit to your fine city.

It seemed as if everyone with whom we came in contact went out of their way to make our stay enjoyable, and we of Pendleton Aerle of the Fraternal Order of Eagles sincerely appreciate all of the courtesies extended to us.

E. K. Fordice, secretary
Pendleton

Foreign Aid Bill Cut Recommended

WASHINGTON (AP)—The House Appropriations Committee Friday recommended a 20 per cent cut, amounting to \$627,900,000, in funds requested by President Eisenhower to finance the foreign aid program.

In sending to the House floor for debate next week a \$2,638,741,750 money bill, the committee complained of a "chaotic fiscal situation" in the military aid part of the program. It voiced concern over last-minute obligation of funds in what it said was an obvious move to prevent them from being rescinded.

Funds provided in the bill are for use during the fiscal year that started July 1. They would supplement an estimated \$8,717,100,000 in unexpended balances from previous appropriations.

The biggest cash cut imposed by the committee was 420 million dollars chopped from the \$1,125,000,000 requested for military assistance. The 705 millions removed, the committee said, "should prove adequate" for requirements of the program during the year.

Oregon Liquor Commission Rules Changes Made

PORTLAND (AP)—The Oregon Liquor Control Commission amended its rules Thursday to allow use of the word "gift" in liquor advertising and to permit use of trade names on match books, napkins and coasters.

The "gift" change was intended principally for the Christmas season when distillers package bottles for gifts. The gift bottles have been pictured in advertisements, but the suggestion that they be given as gifts has been forbidden.

The commission Friday decided breweries may retail beer in almost any size container up to 32 ounces. Eastern breweries had asked for the change so they could sell in 7 and 16 ounce containers. Only 11, 12 and 13 ounce sizes have been allowed.

The change, proposed Thursday and adopted Friday, was opposed by local area breweries on the ground it would force expensive changes in equipment to match the new sizes.

The breakdown by states:
OREGON
Navy: Tongue Point Station, \$92,000.
Air Force: Klamath Falls Municipal Airport, \$2,042,000; Portland International Airport, \$554,000.

Conferees Agree To Build Armed Forces Facilities

WASHINGTON (AP)—House and Senate conferees agreed this week on a compromise bill to authorize the armed forces to build \$2,360,000,000 worth of new facilities. It includes more than \$2 million for the four Pacific Northwest states.

The compromise bill now needs final approval by each chamber before it is sent to President Eisenhower, but recommendations of a conference committee normally are accepted quickly.

The measure agreed upon merely authorizes the expenditures. Money for actual building will have to be voted in separate legislation later.

The House-Senate conferees left in three Pacific Northwest projects on which the two houses had disagreed previously. They are \$2,200,000 for the Puget Sound Naval Shipyard at Bremerton, Wash., including two million for plans for a new drydock; \$2,187,000 for Fairchild Air Force Base, Spokane.

Grand Coulee Mayor Cracks Down On Vice

GRAND COULEE, Wash. (AP)—Verbal fireworks, touched off by sale of the real thing, wound up this week with the mayor ordering that "all gambling and houses of prostitution are closed here as of now."

"And as long as I'm mayor they'll stay closed," said Mayor Clyde McClain. He may have to do it with one policeman.

His decision was reached after the City Council in this town of 1,500 heard reports that the Junior Chamber of Commerce sold fireworks inside the city limits last week.

The mayor said there has been both gambling and prostitution here.

His plea for a crackdown carried 4-2 with one abstention. It was followed by another vote, by 4-3, to reduce the size of the police force from three men to one.

"I think some members of the council will change their position, however, and at most eliminate one man," the mayor said. "If necessary, I'll ask the sheriff to station a deputy here."

Chet Brinkerhoff, president of the Junior Chamber, said his group first sold fireworks outside of town. Sales were slack there, he said, and the stand was moved near the business district.

Neuberger And Coon Debates Now Number 14

WASHINGTON (AP)—Fourteen debates are scheduled between Sen. Neuberger (D-Ore) and Rep. Coon (R-Ore) the latest count shows.

Coon said Wednesday he had accepted an invitation to debate Neuberger at John Day and Condon, Ore.

That brings to 14 the number of times the two Oregon congressmen will argue the merits of a bill, sponsored by Coon, for joint local-federal construction of the John Day Dam on the Columbia River. All debates are scheduled for the fall.

Community News Items

Return Here — Mr. and Mrs. Rex Walker have returned to their home here, following a week at Brooks, Ore.

Return Home — Mr. and Mrs. Bill Schermer and family have returned to their home here, following a stay at coastal points.

Vacationing — Mrs. Henry Reed, who is employed at the Singer Sewing Center, is spending two weeks vacationing.

Attend Races — Mr. and Mrs. William Endicott enjoyed an outing at Port Orford over the holiday. They attended the boat races.

Visit Relatives — Mr. and Mrs. Robert Puckett and Miss Sarah Gray visited relatives in Warrenton over the weekend.

To Portland — Mr. and Mrs. Frank Dixon and children, Carrie Lou and Jimmy, visited friends in Portland over the weekend.

Move — Mr. and Mrs. Norman Root have moved to 1221 Grandview Ave., in Roseburg. They formerly resided in Green.

Able To Be Out — Mrs. Gil Osborne, who has been ill for some time at her home, is much improved and is able to be out again.

Goes To San Francisco — Mrs. J. V. Short of Roseburg left by plane Friday for San Francisco to enjoy a visit with her sisters.

Spend Day In Eugene — Mr. and Mrs. John H. Young of Roseburg spent Thursday in Eugene attending to business and visiting.

Here For Week — Attorney James Clarke of Portland has been spending the week here visiting his mother, Mrs. Arthur Clarke.

To Lake — Mrs. Yvonne Topplings and children and Douglas Mentzer spent Sunday at Crater Lake.

On Vacation — Mrs. E. R. Kenney, who is with the Pacific Telephone and Telegraph Co. office here, has spent the week vacationing.

Purchases Home — Mr. and Mrs. L. E. McClintock have purchased the home in Laurelwood formerly owned by the late Mrs. H. H. Stapleton.

Take Over Bakery — Mr. and Mrs. George Moats of Eugene, former owners of Cleo's Bakery, have returned here to take over the bakery.

Spend Day In Salem — Mr. and Mrs. Clark Fordham and children, Gloria, Janet and Judy, of Roseburg spent Thursday in Salem on business and pleasure.

Returns To Eugene — Mike Hoffman has returned to his home in Eugene, after spending the last few weeks at Winchester visiting Mr. and Mrs. L. E. Henninger.

On Vacation — Mr. and Mrs. Nick Barton left Saturday for Washington to visit her relatives. She is on vacation from her work in the office at Miller's. Barton is employed at Joelson's mill.

Expected Here — Maurice Allen of Eugene, formerly of this city, is expected to arrive here to spend the weekend visiting at the home of his brother and sister-in-law, Dr. and Mrs. Clair K. Allen.

Home From Medford — Mr. and Mrs. Chester Morgan of Roseburg spent Wednesday and Thursday in Medford visiting their son and daughter-in-law, Mr. and Mrs. John Morgan, and baby, Calvin.

Return To Salem — Miss Josephine Baumgartner and Mrs. John Cahill returned to their homes in Salem Thursday, following a stay in Roseburg since last Saturday attending to business.

New Employee — Miss Shirley Nuzum has accepted a position in the business office of the News-Review. She is a recent newcomer to Roseburg from Pasadena, Calif.

Visit Relatives — Spending the weekend in Ashland were Mr. and Mrs. Leroy LaFon and children, Paul and Bonnie. They visited Mrs. LaFon's parents, Mr. and Mrs. W. E. Burns.

Board Of Control Gives New Salary Increases

SALEM (AP)—Superintendents of Oregon state institutions were given salary increases by the Board of Control Friday.

The increases range from \$500 to \$1,500 a year. They are in line with those approved by the Legislature.

The new salaries and amounts of increases are:

State hospital, \$11,000, up \$1,500; Penitentiary, tuberculosis hospital and Eastern Oregon tuberculosis hospital, each \$10,000, up \$1,000; Eastern Oregon state hospital and Fairview Home, each \$10,000, up \$500; blind and deaf schools, each \$7,500, up \$500; MacLaren School for Boys, \$8,000, up \$1,000; Hillcrest school for girls, \$7,000, up \$1,000.

AFL Seamen, Shipowners Resume Negotiations

SAN FRANCISCO (AP)—Negotiations for a new contract resume Friday between AFL seamen and West Coast shipowners amid indications the owners will accept a union proposal for a so-called new approach to seamen's wages.

J. Paul St. Sure, president of the owners' Pacific Maritime Assn. (PMA), said Wednesday the proposal had been accepted as a basis for bargaining. He didn't elaborate.

The proposal, advanced last week by the Seafarers International Union, calls for increasing the base pay of unlicensed ship personnel and elimination of penalty pay for certain tasks in connection with regular watches. Overtime pay for work over the 40-hour week would be retained.

The union is seeking a new contract and wage increases for sailors, marine cooks and stewards and marine firemen.

Son Here — Mr. and Mrs. Arthur Taylor and daughter, Norma Jean, of Vallejo, Calif., arrived Thursday to visit here several days with the former's mother, Mrs. H. A. Taylor.

Leaves — Mrs. Laura Christensen left Wednesday for her home in Longview, Wash., after visiting her brother-in-law and sister, Mr. and Mrs. Cliff Kinch, in Roseburg en route from San Jose, Calif., where she visited other relatives.

Visiting Here — Nancy Ganz is in Roseburg visiting her grandparents, Mr. and Mrs. L. W. Metzger, while her parents, Mr. and Mrs. Robert Ganz, of Myrtle Creek, enjoyed a vacation at coastal points.

Returns — Mrs. William E. Jones returned Thursday from Coos Bay, where she visited at the home of Mr. and Mrs. Ivan Moffett. The Jones family formerly lived in Coos Bay and while there Mrs. Jones attended a meeting of the sewing club, which she formerly belonged to.

Visiting At Yates Home — Attorney and Mrs. Spencer Yates and family of Roseburg drove to Portland this week to meet their niece, Miss Joanne Yates, who came in by plane from Eau Claire, Wis., and who accompanied them back to their home on Hawthorne Drive for a month's visit.

Potluck Announced — The Degree of Honor Protective Association members, their families and invited friends are asked to attend a potluck picnic at 6 p.m. Wednesday, July 13, at Umpqua Park. For more information or if the weather is inclement, those planning to attend are asked to call OR 2-1448.

Back From Vale — Mrs. E. Recla and daughter, Miss Mary Lou, are back in Roseburg, following several weeks visiting in Vale.

Purchase New Home — Mr. and Mrs. Thomas Martin and children, Tom, Rita and Pat, plan to move from Laurelwood to their newly purchased home at 1115 Stanton St., Monday.



Sunday

Services

11 A.M.

"Victory—And More"
Rev. Schaefer

8:00 P.M.

Stewardship Film
"A Wonderful Life"

FIRST BAPTIST CHURCH

Rose and Lane Streets
Rev. Raymond Schaefer,
Pastor

—Pre Registration Meeting—

Christian Kindergarten

This meeting is to see if there is sufficient interest to enable us to hire a qualified teacher. 40 to 50 children will be required to carry out the program. Details of the program will be discussed at the meeting.

JULY 12 2 p.m. and 7:30 p.m.

North Roseburg Church

2043 Vine

Ph. OR 3-7849 Days

Ph. OR 2-1014 Eves.

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The News-Review

DOUGLAS COUNTY'S OWN DAILY NEWSPAPER