

# Business Scene

By LEROY INMAN

**THE EASTER SEASON** brings us thoughts of Easter bonnets, Easter finery, Easter parades, Easter lilies, Easter bunnies, Easter eggs, Easter hams and Easter church services. Easter comes early this year, on March 29.

Roseburg has all these things, except the Easter parade, unless we can consider the parade to church Easter Sunday morning in that category. Most people would like to see every Sunday an Easter Sunday, when it comes to attendance, but failing in that, the church-people welcome the large Easter crowds, nevertheless.

Aside from religious aspects of Easter, suffice it to say, it is refreshing to see churchgoers all decked out in their Easter finery. This has become almost a tradition with this holy day, and we don't believe anyone would wish to change it, so long as the real purpose of Easter is not forgotten.

**LOCAL LADIES READY - TO WEAR** stores (the men hardly rate) have had a good supply of dresses and hats for Easter. Some stocks of styles and colors are getting low, but the overall supply appears ample to meet the demand.

**NOVELTY AND VARIETY** stores are well supplied with Easter bunnies, Easter eggs (the candy and plastic ones), and a few other novelties. Easter lilies are expected to make their appearance in some stores this weekend. Indications are the supply and quality will be good.

When it comes to Easter hams, there are plenty and the price is low. Fresh eggs are plentiful, too, but this isn't a market boom.

**WILL THE HULA HOOP** be as popular with the younger set this spring and summer as it was last year, or will some new gadget grab public fancy?

This question was put to several local merchants who deal in gaggets to please the public. None was able to say it is a bit earlier to predict but it will bear watching.

The number one item thus far appears to be the spinning variety, which is produced under a number of trade names and in varying degrees of sturdiness and price. The secret of this particular plaything is to keep a fine spinning on top of a stick, and tossing it back and forth with other persons similarly equipped. It's quite a novelty, but as yet has enjoyed no great degree of local popularity. Continued warm, spring weather will have a direct bearing on its success.

**KITE FLYING** has been popular of late with March winds (much to the chagrin of electric power and telephone companies, who warn children to keep away from wires). But this season is usually short-lived in windless Roseburg.

**MIKE MCCLAIN**, of McKay's Drug and a Lion, kids his Jackson st. friend, Charles Brundage, a former Lion, about "having it made," making him eligible to become a Kiwanian. How does he know Brundage has it made? "Well he's always raking in the dough, isn't he?" asks Mike. Brundage comes back, stating he isn't standing by the till raking in the dough and invites McKay to visit him on the job about 3 o'clock some morning. For the uninformed, Brundage is a baker.

While the Chamber of Commerce is putting out buttons permitting men to shave for free, the city will promote the "On To Oregon (Cavalade)" wagon train. Dick Turley, Douglas County Fair manager, distributes buttons to those sporting whiskers.

Says Turley, "This doesn't cost you anything." The button gets, "Letting It Grow With Oregon Centennial 1859-1959."

**PAT SULLIVAN** of Umpqua Dairy was gloating this week, and he really had something to gloat about. Highest rating for strawberry ice cream went to the company's entry in Washington State College scoring contest. Recently the dairy won sweepstakes at Oregon State College for chocolate, strawberry and vanilla ice cream entries and first place for chocolate. Sullivan credits Ralph K. Lebeck, ice cream maker at the dairy, but reserves some credit for Pierce Freight Lines in getting the product to Pullman. It was quite a

trick to transport the ice cream that distance and have it retain its quality, says Sullivan. Special permits were taken.

**C. TOLLY TOLLEFSON** of Pierce said the normal trip to Pullman, by way of Seattle, takes 48 hours. By holding a refrigerator truck in Portland for the Roseburg truck arrival, direct delivery to Pullman was made in 12 hours. The three gallons of ice cream, containers and packing weighed about 150 pounds.

**ELTON OWENS**, who promotes wrestling in Roseburg and other Oregon cities, also produces lambs. Owens reports in a note to Charley Stanton, News-Review editor, that his lamb crop is all out on pasture and growing fine. He says he hauls them to Portland for top prices, then stays around to referee matches staged by his brother, Don, in Portland those nights. He observes that it looks like a good year for lumber, "which makes it good for everyone."

**AN ITALIAN COMPANY** claims it has developed a paper that is stronger than the composite of synthetic fibers and resins, the paper is said to have a tear resistance of 4.8 pounds an inch when dry. Tensile strength does not increase when the material is damp, but it drops less than 25 per cent, the company claims, and it is said to be good for folding resistance and takes printing well. U. S. papermakers are watching the development with interest.

**C. J. BRENT** of Brent's Exchange, Roseburg, says local folks will have to build a fire under the city to match activity under way in San Francisco Bay area. Brent returned Monday from a four-day Pacific Automotive Show. He also visited his son, Loren Loveland, the latter's wife, the former Marcia Newland and their baby son, Charles, at Palo Alto.

Brent said business is going high wide and handsome in the Bay area. One salesman confided that if he didn't sell another dollar's worth of merchandise this month, it would still be in his pocket in seven years. There's lots of construction and home building going on there, he says.

But he's not selling Roseburg short. He believes business is definitely making headway locally and looks for decided improvement in about six weeks. He commended the Roseburg Chamber of Commerce for efforts to advertise this city out of the state. Too many down south," he says, don't even know Roseburg exists.

The recent Umpqua Boat Club show may be gone but the membership liners for prize winners in contests sponsored by some of the exhibitors. Presentations were made this week. Pictures and names appear elsewhere on this page.

**TWO LOCAL MEN** were deeply concerned by a news development which did not affect them personally. But they knew the effect the announcement had on some 1,000 young people.

The men were County Agent J. Roland Parker and Oregon State Employment Manager Frank Riley. The unpleasant news was that bean contracts in Douglas County had been canceled for economic reasons, by Paulus Bros. Cannery, Salem a subsidiary of Dole.

Parker is interested in the county's farm economy, both professionally because of his association with the farmers and his early efforts to promote bean growing in this county, and personally because he knows young people have derived around \$75,000 annually as pickers.

Riley, too, has both a professional and personal interest. He's been spending some of his spare time helping counsel a youth center through the YMCA. He sees the young people's need.

Both men have promised full cooperation of their offices in helping find as much other employment as they can. Riley urges merchants and individuals having employment in this county, and personally because he knows young people have derived around \$75,000 annually as pickers.

**Roseburg Stores Sponsoring Derbies For Salmon Season**

Two salmon derbies have been announced by Roseburg stores. The Food Mart and Umpqua Gun Store are jointly sponsoring a salmon derby, which starts today (March 21) and will extend to June 7.

Safeway's City Drive In Market announces its fourth annual chinook "king" salmon derby will start March 29 and continue through April 25. Trophies will be given away each week.

**G-P Now Erecting New Plant At Samoa**

Georgia-Pacific Corp. announced this week start of construction of a plant at Samoa, Calif., to produce sanded fir plywood.

The new mill is part of the company's program to integrate its Samoa-Eureka operations to make better use of logs available and extend the life of mature timberlands.

Robert E. Flowerree, vice president of G-P's western production, said the plant will have an annual capacity of about 90 million square feet of plywood. It will cost about one million dollars. Completion is scheduled for June 1, and when its break-in period is complete, the plant will employ about 180 people.

Georgia-Pacific has just placed in operation a fir plywood sheathing mill at Samoa, employing 140 men and with a capacity of 75 million square feet a year. The company also has two redwood mills and timber operations in the area.



**MR. AND MRS. SAM SUITER** stand beside the portable dishwasher Suiter won in a nationwide contest sponsored by Kitchen-Aid. On right is Grant N. Dean, vice president of Dean Distributing Co., Portland area Kitchen-Aid distributor. Suiter of Suiter's Building Supply, Roseburg, placed fourth in the nation in the contest for salesmen. One of his customers, Mrs. L. A. Hercher, Dillard; was one of 25 winners in the consumer division. (Photo Lab)

## Records Of Camp Grounds List Many Old-Type Autos

Today's automobile drivers seldom hear of the Dort, Cleveland or Case. The National no longer is one of the "big" cars.

Most people, of course, have heard of the Stanley Steamer, the Stutz Bearcat and some of the other early cars, but the Kissel, Winston, Allen, Monroe and Empire probably aren't as well remembered.

Looking through some papers left by his father, the late A. J. Young, Bernard Young has discovered a record of some of the first days at the Roseburg Campground.

**Known As Camp Grounds**

The Roseburg Campground at Deer Creek and Jackson St. was one of Oregon's first motels. They were called camp grounds in that day and actually were such. Tourists carried tents and camping equipment. Installation of cottages by A. J. Young, who later was to become Roseburg's mayor, was an unusual development in 1923 when the camp was first started.

The record shows cars from nearly every state, with California and Washington leading the parade, as is the case today. Idaho, too, was well represented. There were a few cars from the Philippine Islands, Hawaii, Alaska, and even from China.

But most interesting is the list of names of cars registered at the camp, cars such as the Stoddard-Dayton, Saxon, Liberty, Essex, Paige, Met, Brisco, Chandler, Moon, Elgin, Mitchell, Haynes and Cole.

Among some of the fewer cars represented among tourist vehicles could be counted the White, Marmon, Peerless, Burch, Durant, and Allen.

The list also includes the Stevens, Jordan, Velie, Auburn, Premier, Anderson, Loer, Franklin, Gardner, Leighton, Marathon, Columbia, Apperson, Jeffrey and many others, not overlooking the King.

**Wilbur Lumber Co. To Resume Monday After Shutdown**

Wilbur Lumber Co. will resume operations Monday after a two-week shutdown because of a log shortage.

Clifford Baxter, a partner in the business, said the mill actually had enough logs to keep operating for a while, but a brief closure was inevitable to catch up on the log supply. This time was chosen so needed repairs and improvements to the plant could be made.

Improvements include construction of a dock near the circle mill where a soft area, often damp enough for grass reeds to grow, proved troublesome.

The gang saw has been overhauled with a new connecting rod installed and the saw slide being replaced. The outer screen on the sawdust burner was also replaced, and repairs made to the planer.

Baxter said about 70 men are currently employed. A second shift is usually added in the summer, bringing employment up to about 110.

**Coin-Operated Laundry Slated**

Soon to open in north Roseburg is a new self-service, coin-operated laundry. The business is being established by W. Les Carr, owner of Umpqua Cleaners at 525 SE Main St., and Don Glenz, owner of City Cleaners at 1929 NE Diamond Lake Blvd.

The 25 by 50 foot, pumice block structure housing the business was designed and erected by Roy Cornwell, local contractor, for Edward M. Murphy, local attorney. The business will use Philco Bendix automatic washers and dryers.

The building is completed, except for some installations. The area to the front is being backpocketed for customer parking and an early opening is planned.

A similar operation, under separate ownership, but using the same type equipment, will be established in Winston by Clarence Bowker at a later date. Bowker is currently renovating quarters in the Winston Tavern building for the business.



**WATCH HIS PRIZE** — John Lamoreaux, Oakland, on left, is presented a watch by Alan Knudtson of Knudtson's Jewelers in a contest sponsored by the local firm at the recent Douglas Boat show at the Fairgrounds. A similar watch was attached to the blades of a motor boat propeller and run in water on demonstration. (Photo Lab)

## Douglas Machine, Welding To Have New Building Soon

Douglas Machine & Welding, 1511 NE Diamond Lake Blvd., will soon occupy a new home.

Oscar Tufts, owner, said he has acquired the Zenor property a short distance to the east of the present location, and is now erecting a 45 by 80-foot concrete block building to house the business.

This structure, he said, is the first unit planned for the business on a large tract. The property is 140 feet across the front, facing on Diamond Lake Blvd., and extends southward to Deer Creek. An additional building is planned, probably next year.

Cabins on this property have been moved to the rear and are being wrecked. Also, a large, old rental house on the site will be torn down.

The new building will be of laminated truss construction, with concrete floor. The foundation has already been poured. Overhead cranes, power fed, will be installed to handle large equipment. The grounds are being cleared and leveled to provide adequate parking and outside storage area.

**Coon Creek Cuts Back Production Temporarily**

Coon Creek Lumber Co. is currently operating on a three-day basis until additional logs can be made available from logging operations. The plant buys its logs on contract, according to Manager Chet Johnson.

**Alterations Planned At Standard Oil Plant**

Bids will be let within the next few days by Standard Oil Co. on changes in the distribution plant at 127 NW Garden Valley Blvd., according to J. F. Finneran, district sales manager.

The work is required because of the Garden Valley Blvd. widening project on which work is to start soon.

**Standard Oil Schedules New Gasoline Product**

Standard Oil Company of California will soon be introducing a new gasoline and as a result will be selling three different grades in the Roseburg area, according to J. F. Finneran, district sales manager.

**Assumed Name Filed By Local Distributor**

An assumed business name was filed here this week for Hart's Supply Co. at Roseburg by Donald C. Wells, 437 NE Fulton St., Roseburg.

**Three From Roseburg At Food, Dairy Session**

Pat Sullivan of Umpqua Dairy took a Roseburg High School student and teacher to Corvallis last Saturday for a food and dairy technology field day at Oregon State College.

**Stanley Hermann Named To Accounting Committee**

Stanley E. Hermann, secretary of the Umpqua Savings and Loan Assn. of Roseburg, has been appointed to the 1959 accounting committee of the United States Savings and Loan League.

# Stability In County Seen With Lumber Price Increase

By LEROY INMAN  
Business News Dept. Editor

Lumber and plywood prices continued to be riding a high level this week, according to a report from Crow's Lumber Market News Service, but the production picture in Douglas County appeared to be more one of stability than any great economic boom.

A survey of some of the mills and business in this area revealed a very pleasant outlook. Opinions advanced that the rise in the lumber market is a healthy sign, based upon a general economic upswing throughout the nation.

**Southwest Oregon Shippers Organize In Effort To Get Adequate Freight Service**

Organization of a Southwest Oregon Shippers' Traffic Assn., Inc., was announced this week, along with an announcement from Southern Pacific Co. that additional freight cars are being made available by the company to shippers.

Representatives from nine lumber and plywood industries gathered in Roseburg and elected William Forrest of Pacific Plywood Co. Dillard, president; T. L. Reynolds, Spalding & Sons, Grants Pass, vice president, and Fred Sohn, of Sun Studs, Inc., Roseburg, as secretary-treasurer.

Attending, aside from those named, were Dan Brennan of Double Dee Lumber Co., Central Point; R. E. Schulz of Murphy Creek Lumber Co., Murphy, Ore.; Clifford Baxter, Wilbur Lumber Co.,

**Liquor Sales Economy Pulse**

A reported reflection of Douglas County's strengthening economy was seen in the January report of liquor consumption released by the Oregon Liquor Control Commission. Commission reports are used as a barometer of business conditions.

Liquor sales ranged upward to 57.4 per cent over January of a year ago. Only in four towns were the sales lower, and only by small percentages.

Roseburg's liquor sales for January amounted to \$41,656, compared with \$37,685, a gain of \$3,971 or 10.5 per cent over January of 1958.

Riddle had the highest gain at \$4,390 up \$1,601 from the 1958 figure of \$2,789 or 57.4 per cent. Winston was next with a 29.1 per cent gain, sales being \$6,785 as against \$5,255 or a gain of \$1,530.

Drain was up 18.5 per cent to \$7,002 from \$5,908 or 18.04 per cent gain. Reedsport was up 8.7 per cent, reporting sales of \$12,882, compared with \$11,762, up \$1,100 a year ago.

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Buyers in California and other points, reluctant at first, are accepting the higher market price without complaint.

**Near Peak Production**

Little change in local production schedule is planned at present. Most of the larger mills are running fairly near to peak production, without going into excessive overtime or expanding facilities. Few extra employees will be added in the near future, the check shows.

The Crow's Lumber Market report states, "Standard and better grade green fir dimension for rail shipment is at the highest price level in three years and nearing the peak reached in the spring of 1956. Lower grade dimension has also climbed, while plank and timbers continue their ascent.

"Fir dimension for water shipment has moved up along with rail but the normal price spread between the two has narrowed. Eastern buying has been a bit slower this week.

"Kiln-dried fir dimension quotes have moved up rather sharply on standard and better, and utility grade is scarce. The kiln-drying, mixed car shippers have plenty of timber business.

"Dry white fir, green and dry fir and larch dimension from the pine region has also added price strength. No. 3 common, 12-inch pine boards have risen actively, while No. 2 and No. 4 common have gained less spectacularly. Shop grade pine is strong and d mills are not seeking orders at the moment.

**Plywood Price Good**

"Quarter-inch AD (sanded) fir plywood can hardly be bought at \$80 any more, most quotes being price at time of shipment, not to exceed \$85. Five-eighths-inch CD (sheathing) is at \$110 for certified grade-stamped stock."

The Oregon State Employment Service made a check with several key industries and business and found their needs holding steady for the periods ending April 30 and June 30. Few additional employees, other than replacements, will be added by the mills, except in some smaller operations which are more or less seasonal.

**Southern Pacific Co. Ups Freight Car Fleet**

The Southern Pacific Co. during 1958 raised its total freight car fleet to more than 81,000, patrons are being informed. Letters from S.P. officials to shippers state that the company last year took delivery on 2,345 freight cars, and that February of this year it had the first delivery of 1,450 specialized cars to be acquired at a cost of about \$22 million dollars.

The Southern Pacific, officials state, is paying particular attention to wide-door cars. The wide-door car is especially suitable for mechanical loading of lumber and plywood. The company has ordered 26.7 per cent of its cars to be of the wide-door variety.

Officials report that the Southern Pacific Co. now owns 7.2 per cent of all box cars in the U.S., that it has placed orders for 1,300 more this year. At the same time its "bad-order" ratio, 1.5 per cent, was below the national average in January.

**Weisfield Renovation Work Now Under Way**

Installation of all new fixtures are included in renovation plans for the Roseburg store of Weisfield Inc., according to Gene McGee, manager.

Work was started this week and probably will take a couple more weeks to finish, he said. Painting, redecorating and placement of new storage shelves and other fixtures is included. Rearrangements will make for much better storage and display of merchandise.

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**BERGER BID LOW**

PORTLAND (AP)—The Berger Engineering Co. of Seattle, submitted a bid of \$7,901 for the design, manufacture and delivery at Oakridge, Ore., of a 60-ton bridge crane, Army Engineers announced Friday.

The crane, due prior to June 1, 1960, is for the Hills Creek Dam on the middle fork of the Willamette River.

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