

Business Scene

By LEROY INMAN

BUSINESS PROPERTY in Roseburg has been changing hands so rapidly recently it's a bit difficult to keep up with it. Many of the changes are attributable directly or indirectly to the Aug. 7 explosion.

Three sales highlight this week's activity. Trowbridge Electric has purchased the blast-damaged former Lockwood Motors building from a group of local investors. Contract has been let for its reconstruction. Trowbridge bought from the same group and resold to Hans Hansen the property occupied by the former Ward Cunningham's Mobile Service Station. The station will be rebuilt.

Sale of the Creason Hotel building at the NE Jackson St. triangle by Douglas County State Bank gives the new owner J. F. (S) Dillard, additional property in that area. He had previously purchased from the bank the building to the north to house Specialized Paris, blasted out of its former SE Stephens St. location. He plans no immediate changes for the Creason and does not plan to reopen the hotel, which was closed earlier in the spring. Pearson's Market and Nielsen's Saw Co. occupy the main floor.

The U.S. National Bank has added property to its site for a new bank building on the former City Hall property by purchase of the house and lot at 632 SE Kane St. This will provide entrances or exits off Main, Kane and Oak streets. Earlier Hansen sold the old Northwest Turkey Growers building on the railroad to Jack Mathis, who has repaired part of the building for Bowers' Feed & Seed Store. Hansen purchased the burned out shell of the Quality Furnishers building, south of Hansen Motor Co., from Dr. and Mrs. J. M. Boyle for a body and paint shop.

These are the principal transactions in the city. There have been others. Many businesses in rented buildings have been forced to relocate because of blast damage. A former resident might have difficulty finding familiar haunts.

THINGS WERE DIFFERENT back in 1923. Perhaps the aims of the Chamber of Commerce were the same: Promoting a bigger and better Roseburg. But then the city's population was 6,000 with another 1,000 persons living in the environs. Today it is 12,000 and about 23,000.

Roseburg's elevation at 487 feet above sea level remains the same, but highway improvements make it only 186 miles from Portland instead of 290, and some distance has been cut from the 572 miles to San Francisco. It's still about 85 miles via Highway 42 to the Pacific Ocean and 51 miles airline. Wind velocity remains little changed at around 3.2 miles per hour average and rainfall average in 1923 was about the same as now at 33.54.

There's one big change Roseburg is no longer a division point on the main line of the Southern Pacific. Although a great deal of freight, principally lumber, is shipped out of this area, the main line goes over the Willamette Pass to Klamath Falls. Another change, the payroll around Roseburg has climbed from about \$2,500,000 in 1923 to \$30,000,000 estimate.

We use the 1923 figures as a comparison because they were contained on a window sticker put out by the Chamber of Commerce in that year. On one side of the sticker is the face of an Indian Chief and the words "Umpqua (I am satisfied) valley." Statistics are printed on the back. The sticker was printed on the committees of Economy Grocery, then operated at 344 W Jackson St. by O. L. Johnson.

EINO HEMMILA, a staunch worker with the Central Douglas United Fund, urges all persons connected with the fund to get on the ball and make their necessary contributions. He asks the cooperation of the people solicited to make their contributions quickly.

"We want to get this thing over with as soon as possible," said Hemmila. "Not only do we want the money turned in, but the committee wants to finish the job so the workers can turn their attention to other pressing matters."

The chest has reached about 67 per cent of its goal.

ARE YOU AN ADMIRER of the body beautiful? Are you one who sits back and watches the other person doing things you would like to do? Or are you one of those doing something about it?

We can't all be a Mr. America, such as Bill Pearl of Sacramento who won that title several years ago and has not been beaten in competition when it comes to an exhibition of muscular posing and strength.

Pearl is in Roseburg today helping Boyd Brougher, who holds the title of Mr. Oregon, with the "grand re-opening" of his Figure Fashion studio. They are personal friends, both being interested in body building, and have reached high personal achievements. Pearl is a big man, weighing 212 and with a chest of 54 inches. He's all muscle. Brougher, much smaller, nevertheless has a chest of 46 inches.

Often persons engaging in body

building are referred to as "muscle men." Maybe they are in a sense, but those persons have learned to achieve what others have not, the ability to flex every muscle at once, the ability to take a pose with great muscular tension and hold it for several minutes like a statue. There is seldom a question of health. They don't know the meaning of ill health.

In men, as in women, the body beautiful can to a large extent be achieved. Did you ever look at a beautiful woman model and note how she remains beauty in her every movement, and every tilt of the head, in the smart manner in which she walks along then makes a quick turn, every movement one of graceful precision?

SOME PEOPLE may have more natural talent and good looks than others, but to a large degree, the success of the model is training, knowing what she is supposed to do and doing it, holding a pose the proper length of time, making a move at the right moment. A model does not have to be the most beautiful, if she knows how to make the most of the beauty she has.

Are you one of those persons who looks at a picture of yourself and says: "That doesn't look like me. It's terrible." There are two factors. First, you never "see yourself as others see you," because the face you see in the mirror is a reverse from that in a picture. Others see you as you are. You see yourself only in the mirror or in pictures.

The other reason is you haven't learned how to pose, to put your best side forward, like the model or muscle man. We watched a woman of average good looks pose for a picture once. The longer the cameraman took for focus, the more learned her face became. She had learned how to pose and to hold a pose. A man we know, prominent in service organization work has been photographed so many times, he always takes a similar pose, and he can hold it five minutes if necessary while the photographer zeroes in.

Health cannot be achieved alone through body building, but it can help, and supervised training such as that by health clubs, YMCAs and the like can often be very beneficial. Try it some time.

Bank, Community Get Commendation For CARE Support

The Douglas County State Bank has been commended by CARE, the nonprofit foreign relief agency, for again serving as one of its volunteers.

A letter received from Mrs. Marguerite Kops, director of the North-West CARE office in Seattle, commends the community of Roseburg for its support of the CARE Food Crusade to help send food packages to "needy and hungry people overseas."

In addition to helping CARE in distributing the Food Crusade material in the community, the bank has taken the lead in supporting the program," the letter states. "Through its support, it will help feed many children and refugee families overseas for whom the CARE Food Crusade parcels will be their only Christmas."

The Roseburg community which experienced a tragedy that won the sympathy of the country is showing a true humanitarianism and has not forgotten neighbors in dire distress outside our borders whose only hope is for outside help. Their concern expressed in their response to CARE's Food Crusade is a tribute to their true good-neighborliness.

Northwest Notes General Decline In Construction

For the first time in a little over two years construction in the Pacific Northwest's 64 key cities reported a general decline in both total dollar volume and permit volume, according to the statistical department of Equitable Savings and Loan. Total dollar volume for October was \$31,527,842, a 10 per cent decrease over the previous month.

Total construction in Oregon and Washington was spotty with non-metropolitan areas showing more consistent increases than metropolitan centers. Dollar volume for Washington was 13 per cent below September with total construction reported at \$17,318,108 versus \$19,951,479 in the previous month. An 18 per cent drop in Seattle building was offset by a 19 per cent increase in Spokane and a 3 per cent gain for Tacoma. In non-metropolitan areas Walla Walla and Wenatchee reported good building activity. Oregon, which is 25 per cent below September, accounted for \$6,867,137 dollar volume during October. The state's strongest percentages of increase were reported in LaGrande, Coos Bay and Lebanon.

Two bright spots in the Pacific Northwest were Idaho and British Columbia. Idaho with \$2,913,739 in total dollar volume accounted for a 10 per cent increase over September of this year. British Columbia was up 43 per cent with Vancouver accounting for more than three-quarters of the area's \$4,429,838 construction. Total building permits for the month were 5,774 against 6,928 in September. Dwelling dollar volume throughout the area was \$9,291,812, 19 per cent lower than the previous month. Only British Columbia reported a gain of 27 per cent over September and 13 per cent higher than a year ago. Total dwelling permits issued in October were 682 versus 822 in September.

LIQUOR LICENSE CHANGE
Davis Market, formerly Cox Market, 438 Cedar St. Drain, has been granted a license on application for change of ownership and trade name by the Oregon Liquor Control Commission. The license is for packaged beverages.

Cloverdale Homes Being Rehabilitated; Paving Slated

Window Shoppers' Winner List Announced By Stores

The list of winners in Roseburg's Window Shoppers' night guessing contest has been compiled by the Chamber of Commerce office from names submitted by the stores which participated Monday night. The winners may claim their merchandise awards at the respective stores.

Guesses were on the value of merchandise displayed in the various store windows. In at least two cases the guesses ended in ties.



MARION FERRIS joins adjuster

M. A. Ferris Joins Bowers Insurance Adjustment Co.

Marion A. (Zeke) Ferris is now associated with the C. L. Bowers Co., insurance claims adjusters, located at 202 Carter Building on SE Main St.

Ferris comes to Roseburg from Portland, where he has been employed in the claims department of the American Insurance Group. A graduate of the Northwest College of Law in Portland, he was employed as a law clerk with Anderson, Franklin & Landie, prior to entering claims adjustment work.

Ferris' wife and four children plan to remain in Portland until school is out in the spring. Then they will move to Roseburg. Expansion of the business, said Bowers, has necessitated additional secretarial help. Mrs. Byrdie Webber of Roseburg has been employed as a secretary. She was employed by the General Adjustment Bureau which set up offices in the Elks building to process claims in the area connected with the Aug. 7 explosion and fire.

Bowers came to Roseburg in 1951 from Eugene, where he had been employed by the E. L. Schmieding Co. to set up a claims adjustment office for that company. With the exception of one year, he has worked continuously in this immediate area.

Oct. 1, 1953, he and Mrs. Bowers purchased the business from Schmieding. Since that time, said Bowers, the business has grown continuously until it has necessitated doubling his staff. Mrs. Bowers is continuing as an assistant in the office.

Powell Moves Next Door To Make Way For Harris Cafe

Earl S. Powell Sporting Goods store at 834 SE Cass St. has moved into the former vacant rental in the same building next door. The move was made to make available the larger portion of the building for the future home of the Harris Cafe. Lucie Harris said she will open in this location some time after the middle of December.

Mrs. Harris has been operating on a temporary basis the Timber Grille in the Grand Hotel building. She will continue to operate this business until her new place is ready. She will also continue to operate the snack bar at the Roseburg Hotel.

Mrs. Harris' former restaurant at 719 SE Sheridan was closed by the explosion of Aug. 7. The building there has not been repaired.

Mrs. Powell stated that the location into which the sporting goods store has been moved is not quite as large as the other but is adequate for the needs of the store. The building, while very close to the explosion, was not too badly damaged. It has all been repaired.

Simpson Again Achieves \$10,000 Club Honors
Bill Simpson, salesman with Sears, Roebuck & Co.'s mail order house in Roseburg, is again a \$10,000 club winner, making sales topping this amount for the three months of July, August and September.

He was presented with a club pin by Marian Kummer, manager of the local store, at a recent staff meeting. Simpson twice in 1958 achieved this goal, holding a record of six straight months of topping the \$10,000 figure in sales.

He received an additional \$25 merchandise award from the company.

40 Homes Now Ready, Others To Be Repaired

Five days of paving, weather permitting, are scheduled for the Cloverdale Homes addition, which is now being rehabilitated by the Federal Housing Administration.

Howard C. Heydlauff, assistant director of the FHA's Portland Insuring Office, was in town this week looking over the project, which is being administered locally by Pete Serafin of Roseburg Realty & Insurance Co.

Heydlauff said that paving is scheduled for NE Brooklyn Ave. from NE Morris St. east to NE Todd St. and north on Todd to NE Alameda Ave., and the stub ends of Morris, Hollis and Paved.

The streets will be paved 26 feet in width, except for Todd, which will be 28 feet, to comply with city planning, he said. This is the street which eventually is planned for extension to connect with NE Jackson St. in Roseburg.

New Curbs and Gutters
Curbs and gutters are being installed in the Cloverdale area as rapidly as they can be put in, and all the other streets will be paved as early as possible in the spring. This winter the graded streets will be maintained, said Heydlauff.

Plans have been, he said, to complete the lowest section first for drainage purposes.

Street paving is only one of several phases of complete rehabilitation of Cloverdale since the FHA acquired possession of some 140 homes in the 180-home section built by Roseburg Homes, Inc.

The FHA has already rehabilitated 40 of the homes, and many of these have been sold. Others are available. Work will proceed soon on the remaining 100 homes.

Homes Renovated
Rehabilitation work includes installation of new forced air perimeter oil heat, remodeling the kitchens and utility rooms to provide more adequate use. New hot water tanks have been installed in the attics to provide additional utility room space. Other general repairs and repainting, both inside and out, have been made, in addition to building of carports. Some have storage space in the carports for garden tools and the like.

Four styles of houses are offered. These are two and three-bedroom styles, either with or without fireplaces.

New sanitary and storm sewers have been installed for the entire area, to provide adequate sewer systems and a hookup with the North Roseburg Sanitary District's facilities and storm sewers to take care of the large amount of drainage water in the area during periods of heavy rain. A new water supply, supplied by the Oregon Water Co., has been installed also.

Plans are, said Heydlauff, to adequately take care of the people living in the area. He said a "realistic price" is being asked for the property, in line with other property values. The FHA, he added, is not interested in making a profit, but only to get back the money it has invested. In fact, he said, the FHA will probably take an actual loss, but the agency is anxious to get the housing development completed and the property back onto the taxrolls. Purchases should represent good investments.

Sales of rehabilitated property, so far, have been very favorable, and indications are that they will continue good for the remainder of the property, said Heydlauff.

He said the area has all been repaired, and when all the property has been rehabilitated it should be a credit to the community. He said he was encouraged to see how individuals who own homes there are taking an interest in making their places as nice as possible in line with the FHA rehabilitation work.

Wheatley Takes Over Sports Apparel Line

Bill Wheatley announces he has taken over as special representative for the Don Carter brand sports apparel and will be doing business from his mobile home, located off the North Umpqua Highway about three miles east of Roseburg.

He will be featuring principally lines of matching shirts or blouses and slacks for bowlers or for other sports where matching clothing is desired.

He said that often it is difficult to obtain matching sports apparel, but the company he represents specializes in this line for individuals or teams.

Wheatley has been a resident of the area about three years. He is married.

Cowbrough Attending Oregon Tax Conference
Bob Cowbrough, Roseburg public accountant, is attending the 1959 Oregon Tax Conference being held in Portland Thursday, through Saturday of this week, under auspices of the Oregon Assn. of Public Accountants.

Hundreds of tax practitioners from Oregon and Washington are enrolled, and six tax authorities from four Western states have served as speaker-panelists and led discussions of typical tax problems confronting small and medium-sized businesses and industries.

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ANOTHER ROSEBURG HOME will give way to Roseburg's expanding business section. The U.S. National Bank has just purchased this property at 632 SE Kane St. and will either have the house moved or torn down to provide a Kane St. entrance to the new building it will erect on the former City Hall site. (Paul Jankins)

U.S. National Purchases More Land For New Bank

The U. S. National Bank of Portland's Roseburg branch this week purchased the house and property at 632 SE Kane St., H. E. Schmeer, manager of the bank, announced.

The property was owned by Russell H. Cary and Dr. H. W. King. The house contained three rentals, one of which was occupied by Mrs. Nettie Myers for about ten years. The Rev. Mr. and Mrs. William L. Blaker recently vacated another rental.

Schmeer said that the house would either be moved off the property or torn down, and that the

First Quarter Payroll Near All-Time High

Douglas County may have had fewer industrial employees covered by unemployment compensation during the last reporting period, the first quarter in 1959, compared with a corresponding period in the peak year of 1954, but the total payroll for the quarter were almost as high.

Figures released by the state show the county had 1,087 reporting units for the January, February and March period, with an average of 13,355 covered employees and a total payroll of \$15,864,230 for the period.

This compares with the peak 1956 of 1032 reporting units, 14,187 employees and a payroll of \$16,032,522. Comparison with the corresponding period in 1954 showed the figures in that year as being 777 reporting units, 12,589 employees and a payroll of \$12,129,274.

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Lumber and wood products, the principal industry, showed a similar trend for the five year period, the first quarter of 1959 showing 311 firms reporting having an average covered employment of 7,292 and payroll of \$9,476,849.

For 1954 there were 328 reporting units, 7,946 covered employees and payroll of \$8,593,288; 1955, 322 reporting units, 8,643 covered employees, and payroll of \$10,150,146, the top year for lumber; 1956, 353 reporting units, 8,298 employees, and payroll of \$9,799,727; for 1957, 401 reporting units, 7,406 employees, and \$8,434,286 payroll; for 1958, 326 units, 6,243 employees, and \$7,131,778 payroll.

Figures show early 1958 as the peak of the recession, from which the county was fast pulling away as the year advanced.

Lumber Market Showing Signs Of Strength

Slightly better demand from some parts of the country signaled a stronger tone to the green fir market this week, according to Crow's Lumber Market News Service of Portland.

Volume placements for inventory were made by some users of green fir, dry fir and dry hemlock dimensions, mostly into the Midwest and East. Traditionally, these heavy placements mark the low point of the year in prices. While this type of buying was not as heavy as in previous years, there was sufficient volume placed to stabilize the slipping price structure, according to Crow's. Buying has been slow in California and the Southwest, with no change from the week ago in these areas.

Douglas fir plywood sheathing prices remained somewhat confused at week's end, Crow's reported, due to a \$4 price increase announced on Monday by one of the leading shippers. Not all mills have been able to sell at the advanced figure, although most reported an improvement over the \$88 figure of last week. Sanded mills have booked enough business at the \$84 level to build sizable order files, and prices appear stronger in this market.

Pine region prices were mostly unchanged. Crow's reported, although slow trading in low grade prices.

Tidewater Oil Co. Now Constructing New Super Station

Tidewater Oil Co. is starting construction of a new service station at the Sutherland junction of Highway 99 Freeway where it crosses W. Central Ave.

C. W. McDermott, local distributor for Tidewater, said the station will be of the latest design, canopy-type, costing around \$50,000. It will be located north of Central between the new highway and a recently completed new Union service station and the Four Winds Bowl.

He said plans are to complete the station in about 60 days. Grounds are now being cleared for construction.

This makes the third Tidewater service station under construction in Central Douglas County.

One under construction at Canyonville being built by the company will be completed in about 30 days. The grounds have already been blacktopped, but some finishing work remains.

McDermott is building a station of his own, which he will lease to Tidewater, just south of Winchester. He said this station will be completed about Dec. 10. All three are the latest-type stations which the company has designed.

Umpqua Indian Room, Lounge Remodeling Set

Remodeling of the Indian Room and Lounge of the Umpqua Hotel will be started Monday, announced Dick Smith, assistant manager.

This is the latest phase in work which will culminate in an almost completely rebuilt hotel since the Aug. 7 blast. Some of the work had been contemplated previously.

A new banquet room to seat 40 to 50 persons will be put in in the rear of the Indian Room. Lighting will be changed and wood paneling added for decorative effect.

Changes in the lounge will include an enlarged dancing floor, and a direct opening from the lounge into the Indian Room.

The hotel has opened three upper floors, and expects to open the fifth and last floor about the first of December. These floors were all closed after the explosion.

Iverson's Feed Store Adding New Feeding Lot
An area near Iverson's Feed Store on Highway 99 is being cleared for location of a feeding lot and shed for animals. A concrete slab floor will be laid for the shed and part of the lot.

Two Local Kennels Are Listed In New Directory

Glengary Beagle Kennels, Rt. 1, and Jacobs Kennels, 1265 NE Stephens St., both of Roseburg, have been advised of their listing in a national directory that has just made its appearance.

Designed as a handy and compact reference work, the directory, titled "Where to Buy, Board or Train a Dog," provides a listing of breeding kennels, arranged by state and community, together with the available breed or breeds. Other information is contained. Copies are available from Gaines Dog Research Center in New York City.

Frank Dixon Attending Steel Assn. Sessions

Frank Dixon, general manager of Moore Steel Service of Roseburg, attended the Western Regional Conference of the American Steel Warehouse Assn. at the Del Monte Lodge in Pebble Beach, Calif.

Dixon left Monday to attend to business in Sacramento and San Francisco, prior to attending the conference. He is a member of the association.



THE 1960 HILLMANS went on display Friday at Napier Auto Sales, 1240 SE Stephens. Called the "surprise of the 60's," the new British Hillman, has a wider windshield, and increased brake lining on deluxe models. New rear-end treatment features three-in-one lamp clusters blended into the fenders. Rear body panels contribute to a longer look. The grill is redesigned, horsepower increased 10 per cent to 56 hp and several new color combinations are offered. Hillman models consist of the Minx special and Deluxe 4-door sedan, convertible and 4-door station wagon.

Turkey Shoot
SUNDAY NOV. 22
11:00 A.M.
Camas Valley Grange
-- ALL GUNS --

James R.D. Little, D.O.
Dentist
Dentures and Surgery
HOURS:
Daily, 9:00 A.M.—6:00 P.M.
Saturday, 8:00 A.M.—12 Noon
Sundays, Holidays, by Appointment
Phone 4331 Oakland