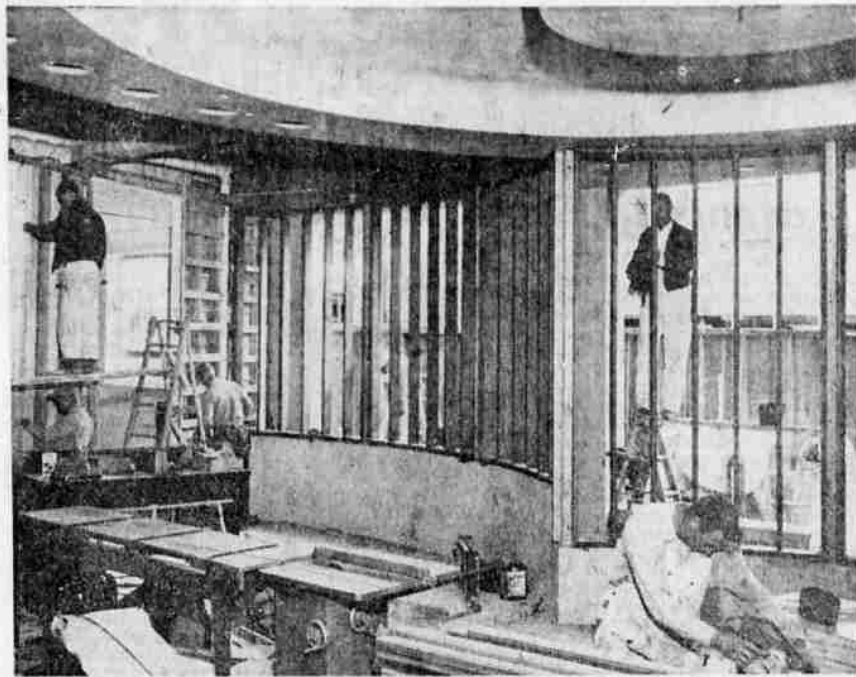
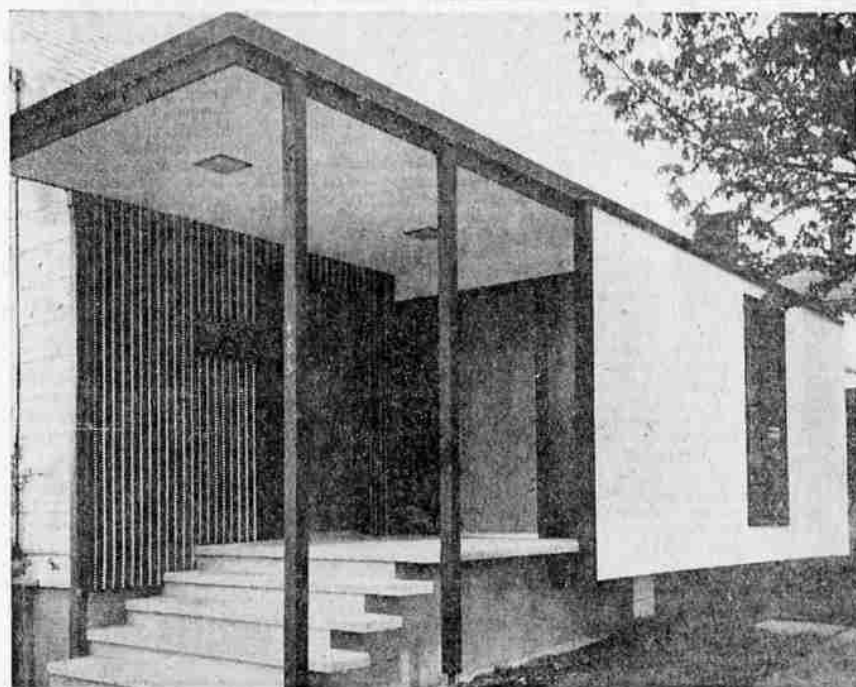




TAKING SHAPE is the interior of the Equitable Savings & Loan Co. building, purchased from the United States National Bank. Equitable plans to complete renovation of the ground floor level for occupancy by July 1. The adjoining building is being remodeled for a Coast-to-Coast Store. Considerable exterior changes are also being made. (Chris' Studio).



BERNAU-WILSON BUILDING — Offices of Attorneys Fred H. Bernau and Arthur A. Wilson are now established in the converted former dwelling at 485 SE Kane St. at SE Washington. The building also contains the office of Helen Glenn Real Estate on the main floor in an addition to the building, shown at right. Offices of G. R. Lecklider, engineer, and Milton E. Hard, insurance, located upstairs. (Chris' Studio).

Bill and Marge Williams Start Coin, Stamp Co.

A new business, believed to be the only one of its type in Douglas County, has just been established by Bill and Marge Williams of 598 NE Roseland Ave.

Name of the business is Timber Capital Coin and Stamp Co. The assumed business name was registered with the county clerk last week, and will be operated by the Williams from their home.

In recent years the number of coin and stamp collectors has increased markedly and the new business will provide a number of services to collectors, said Williams. In addition to buying and selling coins and stamps, numerous accessories, such as albums and catalogs will be available.

While a good share of the business will be devoted to mail orders, every attempt will be made to meet local collectors' needs, said Williams.

Many Activities Are Listed By Chamber Since January 1

A list of numerous activities of the Roseburg (area) Chamber of Commerce are contained in a report to the membership from the local headquarters. The report, compiled by Secretary-Manager Harold Reaume, is for the period Jan. 1 to April 30.

Many of the activities pertain to events advertising Roseburg and Douglas County in other parts of the nation, and obtaining information through speakers and other sources of importance on the economic welfare of the community.

One of the important functions was doing the necessary background survey leading to adoption by the School District 4 board of a lower division of college courses. The "community college" plan will start next fall in the district.

Many Inquiries

The chamber, through advertising in publications in the midwest, has received 1,072 inquiries, and 237 school pupil inquiries have been received requesting information

about Roseburg. 24,000 folders have been sent to travel and vacation shows in Chicago, Omaha, Kansas City, Minneapolis, Dallas, Tex., Los Angeles and Oakland. Total of 93 auto clubs and travel agencies have ordered folders from 135 solicited. Tourist advertising in magazines has brought 323 inquiries.

The chamber presented an eight-point parking program to ease parking restrictions to city officials. Two-hour limit on metered spaces and courtesy tickets for out-of-state autos has been adopted.

Banquet Held

A first citizen's award annual banquet was held. Negotiations have been made with the city, General Services Administration and Oregon Military Department for a new site on the VA Hospital grounds. Good will committee visits have been made to business proprietors and managers, and legislative clinics were held Jan. 28 and March 11. The 27th annual 4-H marketing day was sponsored, and the board of directors approved the State Highway Department's plan for connecting the Washington Ave. Bridge with U.S. 99.

The chamber has acquired a Thomas' Register of manufacturers, has sent County Water Resources Board questionnaires to Natural Resources Division members, has maintained a "100 Valleys of the Umpqua" signboard at Shasta, Calif., and has obtained 10,000 nickels and 5,000 dimes for distribution and a branding iron for souvenirs.

These are only a portion of activities, and still more are in the making. Eight speakers have appeared before various divisions of the chamber, speaking on a variety of subjects.

The chamber has assisted in bids for several 1962 conventions. The board of directors, divisions and committees of the chamber have held numerous meetings and carried on projects. The manager and office staff have also performed numerous tasks over and above the normal routine of office procedure, and these are listed in the report sent out to the membership.

Business Scene

By Leroy B. Inman

Sat., May 13, 1961—The News-Review, Roseburg, Ore. 5

Preparations Going Ahead For Ward Store Changeover; Management Changes Listed

Ed C. Nolte is in the position of being a manager who has been crowded right out of his own office.

The result, Nolte, manager of Montgomery Ward's Roseburg store, has had to set up separate offices for himself and staff in two rooms of the Umpqua Hotel, Rooms 309 and 312.

A change in the managerial set-up has been made necessary in order to properly arrange for opening of Ward's new Roseburg store, now under construction at the NE Stephens St. intersection with NE Garden Valley Blvd., according to Nolte.

He is devoting all his time to arrangements for the new store. Max Clark, who took over as assistant manager earlier this year, has been promoted to operating manager, and has taken over the responsibility of closing out the old store. He will continue as operating manager at the new location.

Merchandise Manager

Transferred here from Red Bluff, Calif., is Frank Lowry, who has been named merchandise manager for the new store. Formerly assistant manager at Red Bluff, he is now here assisting with ordering of merchandise.

Nolte has a staff of 10 girls working with him in his Umpqua Hotel offices, helping with ordering, laying out advertising, hiring personnel and taking care of other problems in conjunction with the tremendous task of setting up and operating an all new store the size that Ward's will be when it is completed and occupied sometime early in August.

Weekly visits are being made by representatives from the Oakland West Coast regional headquarters to assist with ordering and organization.

New Merchandise Arriving

New merchandise will start arriving in Roseburg Monday and will be stored at the new location. A permanent warehouse office will be set up then and additional crews hired as markers.

Nolte said that while he has numerous applications on file for positions, he is still taking applications.

The permanent staff for the new operation will be approximately 100, which is double the present store's staff.

Meanwhile, work progresses on schedule on the new building, despite heavy rains which have slowed some phases of the work, but in general everything is going satisfactorily on the million dollar structure, being built for lease to Wards by Hilp and Rhodes, San Francisco investors.

WCA Earns Profit Net After Taxes, Statement Reveals

West Coast Airlines, serving Roseburg, earned a net profit after taxes of \$208,270 or \$1 per share of stock in 1960. President Nick Bez announced today following the release of the company's annual report.

"Favorable earnings were recorded for the period and were supplemented by additional income applicable to the three prior years as a result of settlement of our open mail rate with the Civil Aeronautics Board," Bez said.

This settlement, totaling \$1,206,092, when applied to the three previous years when financial statements reported deficits from operations, gives the following results:

Net earnings in 1959 were \$240,081 or 81 cents a share; in 1958 net earnings were \$163,087 or 55 cents a share, and in 1957 net earnings were \$67,039 or 36 cents a share.

During the year service was initiated to Calgary and your airline thereby adopted international characteristics," Bez told the stockholders.

Service also was introduced to San Valley, famous for its resort. These two operations have been well received and are important additions to your company's route pattern.

"Passenger traffic, as an index of progress, continued to grow and registered a 14 per cent increase over the previous year."

Company directors and officers were re-elected at the annual stockholders meeting. Donald G. Graham was added as an assistant secretary.

Assumed Business Names Are Filed

Assumed business names have been filed with the Douglas County Clerk for the following:

Peterson-Dull Motors, Inc., is listed as the real and true name and post office address of the corporation conducting, having an interest in, or intending to conduct the business of dealing in automobile sales, repair and service under the name or style of Mock Motors, Roseburg, Stanley Daugherty, president.

Al's Shell Service, by Alvin J. Johnson, 792 NW Garden Valley Rd., Roseburg.

Orville's Fixit Shop, Orville H. and Anna E. Cornett, 531 NE Garden Valley Blvd.

Notice of retirement has been filed for the North Douglas Bowl, bowling alley and snack bar, by Donald A. and Venus Davis.

New Douglas Inn Motel Progress On Schedule

Work is progressing on schedule on the new Douglas Inn Motel being built for LeRoy Ladd and Lee Preston on SE Stephens St. between SE Oak and Washington avenues.

Contractor Fred Guske said the interior is completed and that the exterior is ready for the plasterers. Exterior finish work will get underway the first part of next week.

Guske said the completion target date is still around the first of July, unless there are unforeseen delays.

Myrtle Creek Operator To Log In Costa Rica

D. L. Frazier, Myrtle Creek logging operator, reportedly has a logging contract with the Costa Rican firm of Osa Forstales Productos and is taking four Oregon loggers and 150 tons of logging equipment to that nation to set up a log-exporting business.

His Caterpillars, loading cranes, logging trucks, donkey engine and earth moving vehicles were loaded on a freighter early in March.

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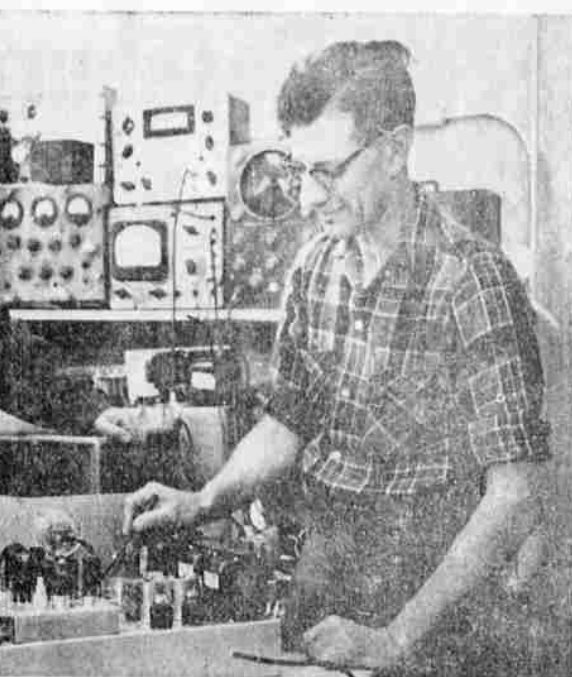
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EUGENE ROELLE, on right, president of General Electronic Manufacturing, tests a translator for receiving, amplifying, converting to different channel and rebroadcasting television signals to areas of poor or no reception. He is pictured with Paul Dillon, on left, who is working on production at the GEM plant on W. Harvard Ave. (Chris' Studio).

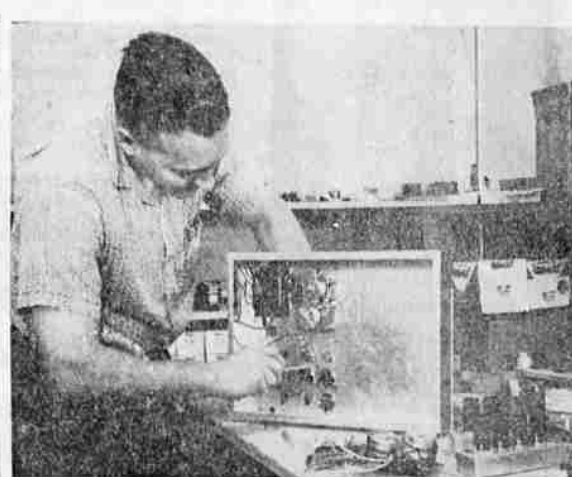
Production Gets Under Way On Television Translators

Simple in appearance, but intricate in design and tremendous in capability are the television translators now being produced by General Electronic Manufacturing, Inc., in the former Fairhaven Market building on W. Harvard Ave.

Head of the company is Eugene Roelle, designer of the translators, who is being assisted in manufacture of the product by Dick Bennett, secretary-treasurer of the corporation, and Paul Dillon.

Between taking orders and producing translators ready for shipment, the three men find some time to eat and sleep, but not much. They had the task of producing five units this week from Tuesday to Saturday. They are to be shipped as far away as Montana and Nebraska.

Now that information has gotten around that the translators are available and designed to bring satisfactory television reception to small, isolated communities, inquiries and firm orders are arriving daily, by mail and direct phone call.



DICK BENNETT, secretary of General Electronic Manufacturing, works on the production of a translator at the company plant on W. Harvard Ave. Shown is an underneath view of a translator. (Chris' Studio).

contains important other equipment making possible remote control by radio means.

Many workers in the electronics field considered this impossible, using a citizens band. It was with considerable surprise at a recent conference of men in the electronics field at Salt Lake City, Utah, that it was revealed the Roseburg men had developed the remote control device.

Definite Advantage

This highly important factor gives the GEM an advantage over other translators in the field, as the Federal Communications Commission requires that a station be able to go off the air within 15 minutes in event of a national alert. Translators are placed on a higher elevation near a community for maximum reception of the signal and rebroadcast to a given area. Sometimes the location may be many miles away, such as Mt. Scott for Sutherlin television reception.

Numerous improvements and simplification of design have been perfected in the translators during the few weeks since production started. Originally it had been intended to incorporate additional channel converters into single units, but it has been found more practical to use individual translators for each channel desired. They may be stacked one on top of another in

a metal cabinet. If no building is available for the translator, it is built into a waterproof container and hung from a post or tower.

Translator production is now in the very high frequency field, but as this is limited to 12 channels, Roelle sees the real future in the ultra high frequency field, which has almost unlimited wave length bands for use. UHF channels would require converters on television sets, but most sets within the very near future will come with converters already installed.

Interest Mushrooms

Interest in translators for television reception in isolated areas has mushroomed since they were recognized by the FCC and legalized by congress a year ago. The FCC had taken earlier action to make them illegal, after thousands of amplifiers and crude translator systems were put into operation all over the nation, many of them being inadequate to do the job and interfering with licensed television broadcasting.

But pressure on congressmen by people living in these areas unable to receive television got them legalized, but they are under FCC control. Special requirements are set up by the FCC to eliminate objectionable features.

Roelle stated that his translator meets all and exceeds many of the requirements of the FCC.

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