



BUILDING ALMOST READY.—The grand opening of the Equitable Savings and Loan Association headquarters in Roseburg is scheduled next week. Meanwhile the company has just finished installing the new sign atop the two-story structure. (News-Review Photo).

Equitable Enters New Home With Ring Of Bell

Equitable Savings and Loan's new home in Roseburg opens today night at about 8 p.m. when the sound of bells 6, 7 and 8. The gala opening will include the unusual ribbon cutting, prizes and refreshments.

But the major change from a run-of-mill grand opening will be the sound of carillon bells, which will become a regular thing after the opening.

Manager Bill Steele said the opening will be heralded Wednesday night at about 8 p.m. when a concert will be given by Tom Roberts, teacher of music at Oregon State College. The volume will be turned up so the concert can be heard over much of Roseburg.

Official Opening Set

The official opening is slated at 9 a.m. Thursday when the bells will be figuratively turned over to the city. Receiving the bells will

be Mayor Pete Serafin. At this time, the ribbon will be clipped to allow the public to get its first view of the bright new interior.

Among prizes will be the first dollar on every savings account opened with Equitable. This practice will continue for new savings account holders through Aug. 10.

On hand for the grand opening will be the company's top officers. Staying for the three-day opening will be Ralph H. Cake, president; Harold H. Cake, executive vice president; Hugh E. Ross, vice president; C. C. Craig, vice president; and A. V. Lindgren, secretary. All are from Portland.

The company will occupy the quarters previously owned by U.S. National Bank. The building has been completely remodeled. One of the most spectacular additions to the structure was a series of iron Douglas fir trees over the main windows.

Market Is Stable In Lumber, Plywood

Lumber and plywood markets remained relatively stable in the week ending June 30, according to Crow's Lumber Market News Service of Portland.

Strength existed in such items as 2x8 and 2x10 greenfir, 2x4 in white fir and hemlock, and No. 4 boards in pine and spruce. Other items remained spotty, but price weakness is not too general.

Vacation shut downs will take a great deal of production off the market in the next two to three weeks. Crow's reported, and will especially affect plywood and kiln-dried fir and hemlock. Smaller mills, many of which were idle during the winter, are not expected to observe general shutdowns.

Passage of the Housing Act of 1961 has been greeted with mixed emotions by the industry, but most felt the long range effect would be more than beneficial. Prospects of any immediate reaction on the part of builders are not too bright, as the building season is too far advanced, and a cautious attitude still exists among potential home buyers.

Havana Feels Bomb

HAVANA (AP)—A bomb explosion injured three persons in a parking lot in the fashionable Vedado section of Havana, police announced today. Cuban radio reported Thursday night a bomb exploded near the city's leading radio station, CMQ, but caused no injuries.

Stine, a former test engineer in the missile development laboratory of Autonetics, a division of North American Air Craft, in Los Angeles has done much work with small engines, hydraulics and pneumatics.

He is the only dealer for the chain saw firm in southern Douglas County. The saw is manufactured in South Milwaukee, Wis. Stine came to the Winston area a year ago and purchased a 100-acre ranch at Winston Star Route Box 108.

He notes that his whole family liked Oregon so he decided to settle here. He and his wife have a 16-year-old daughter and a son in the Marines.

Stine said his line of saws varies from the smallest to largest type of saw used in the woods.

Chain Saw Agency Opens At Winston

David C. Stine, 45, has opened a Titan Chain Saw Agency in the Pritchett Saw Shop, 765 Main St., Winston. It was announced this week.

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GIVING ANALYSIS of a retail store's sales and advertising at a three-day newspaper advertising workshop in Portland this month was Bill Lynch, News-Review advertising salesman. The two men seated before him take the role of the retailer and give constructive criticism. At left is Jack Gillis of the Tri-City Herald, Kennewick, Wash., and in the center is Jim Farnes of the Corvallis Gazette-Times. The workshop was sponsored by the Bureau of Advertising of the American Newspaper Association.

Douglas Inn To Open July 15

Business Scene

By George Castillo

Sat., July 1, 1961—The News-Review, Roseburg, Ore. 3

Lamb Market Weakens As Supply Increases

Lamb markets at North Portland weakened this week under heavy receipts of 5,000 head. The number was nearly 1,200 more than the amount received last week and the heaviest weekly receipts of the year to date. Fat lambs dropped 25 to 50 cents early. Much of the decline was restored, but the market undertone was weak at the close. Other classes remained steady, although spring feeder lambs were mostly steady to 30 cents lower considering quality improvement. At the close of this week's trading, good to mostly choice fat spring lambs were going at \$15.50 to \$17.75. Spring lambs continued upward at Chicago this week with top price now at \$21.25 for Prime grades.

Hog prices held generally steady at North Portland with hog receipts numbering about 200 head. Closing trade on U. S. No. 1 and 2 190-210 pound butchers stood mostly at \$19.00. Current prices are running 50 cents to 75 cents below last year.

Oregon's 1961 spring pig crop is estimated at \$131,000 head, 7 percent more than last spring but about the same as the 10 year average.

Bank Debits Up By 9.7 Per Cent

Bank debits for the West Central Oregon including Douglas, Lane and Coos counties increased by 9.7 per cent in May 1961 as compared to April 1961 and increased by 19.4 per cent over a year ago.

Debits for May 1961 totaled 204,625,419 for April 1961 the total was 186,384,996, and for May 1960 the total amounted to 171,373,226.

Oregon with 230 banks reporting had an increase in bank debits in May 1961 of 10.2 per cent compared with April 1961, and an increase of 3.9 per cent over May 1960. Total debits for Oregon in May 1961 came to \$2,165,023,454, for April 1961 the total was \$1,964,192 and for May, a year ago the total was \$2,083,229,640.

Bank debits represent the dollar value of checks drawn against the deposit accounts of individuals and business firms. Bank debits are considered good indicators of current business activity. Each month the Bureau of Business Research collects data on bank debits from 230 banks and branches.

V. D. Lewis Gains National Attention

V. D. Lewis, Roseburg representative of the Lincoln National Life Insurance Co., and a member of the Rodgers H. Cook Agency, gained national recognition for his personal production record for May. It has just been announced by Henry W. Persons, vice president and director of agencies.

Lewis ranked fifth in the sale of accident and sickness insurance. This honor was won in direct competition with all of the company's more than 2,500 sales representatives throughout the country.

Portland Markets Friday
PORTLAND PRODUCE

PORTLAND (AP)—Butterfat—Tentative, subject to immediate change—Premium quality, delivered in Portland, 64 cents lb; first quality, 61; second quality, 56.

Butter—Prints per lb to retailers—Grade AA, 93 score, 70; A grade, 92 score, 70; B grade, 90 score, 68.

Cheese—To retailers—Single dairies 47½-48½; processed American 44½-45½.

Eggs—To retailers—Grade AA, extra large, 44-46; AA medium, 41-43; AA small, 39-42. Cartons 2-3 cents additional.

Eggs—To producers, at farm—AA extra large, 32-37½; AA large, 34-39½; A large, 28-31; AA medium, 21-26½; AA small 14-19½.

Live poultry—Quoted to growers f.o.b. ranch—No. 1 quality fryers, 2½-4 lbs., 14-20½; light hens, 6½; heavy hens, 15.

Rabbits—Average to growers—Live whites, 3½-4½ lb., 19-24; colored peltis, 5 cents less; fresh killed fryers to retailers, 67; cut up, 70.

Wholesale Dressed Meats
Beef cuts (choice steers)—Hind quarters, 47.00-50.00; rounds 47.00-50.00; full loins, trimmed, 63.00-67.00; forequarters, 31.50-34.00; chuck, 32.00-35.00; ribs 43.00-50.00.

Lamb—Choice-prime spring, 55 lb down, 33.50-36.00.

Veal—Choice, 50-55 lb., 46.00-51.00; good, 45.00-49.00; standard, 42.00-45.00.

Produce
Potatoes—Calif. Long Whites, No. 1A, 100 lbs., 3.00-3.25, few 3.50-3.60; bakers, 3.50-3.75.

Onions—Calif. yellow med, 2.50-2.75; large, 2.25-2.50; white, 3.50-3.75.

Portland Livestock
PORTLAND (AP)—(USDA)—Cattle for the week salable 1950; slaughter steers 50 to 75 cents lower; heifers 50 cents lower; cows steady to 50 lower, decline mainly late in week on canner-cutting, other classes mostly steady; slaughter steers, total of 38 head mostly choice 1632-1650 lbs 23.50; some 65 head in various lots higher—good to choice 900-1085 lbs 23.25; other good-choice 21.00-23.00, including three loads 1110-1168 lb Canadians 22.25-22.75; utility-standard 15.00-20.00, large share 16.00-19.50; slaughter heifers, total of around 25 head good-choice 732-840 lbs 22.50; other good and choice 19.00-22.00; utility-standard 14.00-19.00; slaughter cows, utility-commercial 13.00-17.00; some loads at 17.00 carrying an end of standard, canner-cutting 10.50-15.00, late sales 14.50 down; slaughter bulls, cutter and utility 17.00-21.50, one lot Monday 22.00; small showing canners 15.00-16.00; stocker-feeders, small number choice 540-700 lb steers 22.00-24.00; medium-good steers 17.00-21.00.

Calves for the week salable 375; all classes steady until midweek when prices turned 1.00 to as much as 2.00 lower; good-choice vealers 22.00-26.00, closing from 20.00-25.00; utility-standard vealers and slaughter calves 15.00-22.00; some good slaughter calves included at 22.00; medium-good stocker calves, large share of which under 300 lb and dairybreeds 18.00-24.00; good-choice 25.00-27.00.

Hogs for the week salable 1775; hog prices steady each day, trading slow early but active from midweek on; U. S. No. 1 and 2 butchers 150-250 lbs 18.50-19.00, closing sales mainly at 19.00; No. 2 and 3, 200-320 lbs closed from 17.00-18.50; sows No. 1, 2 and 3, 11.50-16.50; those at 16.50 usually under 300 lbs and those below 14.00 usually over 400 lbs, few over 550 lbs down to 11.00 early in the week; good-choice feeder pigs 98-115 lbs 17.00-18.00.

Sheep for the week salable 5575; only slight price fluctuations 25-50 cents lower early sales largely recovered later although weakness again developed at close of week; increasing discrimination noted against lambs under 85 lbs and more lambs in good slaughter condition selling on feeder accounts; ewes and other classes mostly steady; choice-prime slaughter spring lambs mainly 15.50-16.00, about 50 head in various small lots at midweek 16.25; good-low choice 13.50-15.25; sparingly below 15.00; ewes 1.00-3.00, few 2.25-4.00; yearlings 7.00-10.00; spring feeder lambs largely 12.00-12.50.



J. J. (HANS) SPROSS

... travel manager

Travel Agency Picks Manager

J. J. (Hans) Spross, 31, today took over management of the Roseburg office of the Lewis Travel Service located in the Umpqua Hotel.

William Jelski, owner, made the announcement noting that Spross has been with the Lewis firm in its Eugene office for the past few months.

Spross is not unfamiliar with Roseburg. From 1958 to 1958 he was employed with Knudson's Jewelers.

A native of Cologne, Germany, he has traveled over the United States and Europe. He lived for several years in Switzerland working in Lucerne.

Spross has established residence at 1232 NW Malheur Ave. Lewis Travel Service has had an office in Roseburg since 1951.

Laundry Slates Reopening Soon

The New Service Laundry is expected to reopen Aug. 15 after more than two months of recovering from the effects of the year's biggest fire in Roseburg.

An estimated \$75,000 in damage was caused when the laundry and dry cleaning establishment caught fire early on the morning of May 26.

Joe Boatwright, one of the owners, said work was expected to start on rebuilding the structure immediately. He emphasized that this time the building would include a sprinkler system.

He said the people in the community have been "wonderful" in the company's moment of need.

Finally, he asked that all claims against the company for destroyed clothing be made against the company as soon as possible.

Art Studio Starts Winston Lessons

The Brookhaven Studio of Art, Winston Star Route, Box 44, has announced it is accepting students in beginning painting.

Operated by Albert Mow, 63, a resident of Winston for the past 15 years, the studio is planning a program of beginning fundamentals of painting and the theory of painting by color key.

Mow has been painting steadily for the past six years and for five years was a student at the Los Angeles County Art Institute, Los Angeles. He studied under Edouard Vysekai at the Institute in 1952.

Presently, he is instructing a Winston-Dillard group at 10 a.m. Mondays and a Roseburg group at 10 a.m. Wednesdays. Classes are just beginning, he noted.

Mow said he is beginning his students on landscape painting with classes held outdoors.

Mow came to Oregon from Indiana when he was seven years old.

Myrtle Creek Mail Hires Ad Manager

Recently taking over as advertising manager of The Myrtle Creek Mail was Jack Laughlin of Alta Loma, Calif.

Laughlin, who has a background in the publishing and printing business, secured his education at the University of Oklahoma. He worked as a reporter and later editor at the Coffeyville Daily Journal in Coffeyville, Kan., and at the Parsons Sun in Parsons, Kan. He owned and published weekly newspapers at Duncan, Fletcher and Cyril, Okla., and at Crane, Tex.

He was employed by a commercial printing firm in Phoenix, Ariz., before moving to Alta Loma where he has been engaged in advertising, public relations and printing during the past three years.

Laughlin and his three children will reside in the home of Mrs. Al Buhl while Mrs. Buhl and her children are on vacation.

Directories Arrive

Drain telephone directories, containing over 1,500 Florence telephone numbers, were delivered this week, according to T. Reed, local manager for Pacific Telephone Northwest.

"Oregon's Year-Around Vacationlands" is the theme for this year's cover on Drain directories.

Reedsport Safeway Store Opens Doors

A new Safeway Stores Inc. store was officially opened in Reedsport this month.

The store, located in the new Umpqua shopping center, occupies approximately 10,000 feet. Manager will be George Willis, assistant manager of the North Bend Safeway the past four years. He has been with Safeway for 10½ years. Some 30 people will be employed in the new store.

VALLEY WELDING & MACHINE WORKS
1790 N. E. Stephens St.
• PORTABLE WELDING
• COMPLETE MACHINE SHOP
• STEEL FABRICATION
• HEAVY EQUIPMENT REPAIR
OPEN ALL DAY SATURDAYS
Nights and Sundays: OR 2-4271 or OR 3-4024
Phone OR 2-2474

Oak Access Work Begins

Roseburg's newest motel, Douglas Inn Motel, 311 SE Stephens St., is preparing to open its doors to the public July 15.

The structure, representing an investment of close to \$300,000 will have 46 units, equipped with four-channel TV, 24-hour telephone service and air conditioning.

Announcement of the opening was made today by partners in the venture, LeRoy Ladd, Roseburg, part-owner of Pal Motors, and Lee C. Preston, Riddle.

The past week, final demolition of a structure on the old Modern Floor Covering property was begun to provide an access to Oak Ave.

When completed the motel will have three roads for access or exit. They are Stephens St. and Oak and Washington avenues.

Accommodations at the tourist facility will include single, double and connection rooms with "plenty of parking for patrons."

Construction of the motel was at a bid price of \$182,000. Property cost and furnishings bring the total investment to near \$300,000.

The Douglas Inn Motel is another structure to rise from the rubble of Roseburg's devastating blast Aug. 7, 1959.

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In Roseburg
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Gala Open
House Party

July
6, 7 and 8 at
their new office;
567 S. E. Jackson in
Roseburg

Bring the family... join the fun. Equitable Savings and Loan invites you to a 3-day gala open house party in their beautiful new office location at 567 S. E. Jackson. There are souvenirs for everyone, refreshments, carillon concerts and wonderful door prizes... including a TV set, electric skillets, electric percolators, toaster ovens, steam irons and Polaroid Land camera, takes and develops pictures in 60 seconds. Don't miss the open house party of the year. Drop in anytime and say hello. We'll be looking for you!



Win any of these wonderful open house door prizes. Just drop in and register. Drawing will be held July 8, at 3 P.M. (standard time). You do not have to be present to win.

FREE \$1.00 Savings Account

The \$1.00 savings account is yours free. No obligation, but it must be received at the Equitable Savings office in Roseburg before August 10, 1961.



Your savings insured to \$10,000 by Federal Savings and Loan Insurance Corporation, an agency of the federal government.



567 S. E. Jackson — Roseburg