



CARTER TIRE CO., Roseburg, will be featured in an upcoming edition of The Goodyear News, nationally distributed dealer publication issued monthly by Goodyear Tire & Rubber Co., Akron, Ohio. Above, Bruce Carter, president, is shown being interviewed by C. E. Schetter, western region public relations manager for Goodyear, who flew to Roseburg to develop the story background on Carter Tire. During portion of the interview, illustrated above, Carter explains method his business employs to put white sidewall on a black tire. The article will appear probably in July. (Chris' Studio).



Grand Opening At Mark's Shoe Dept. Now On

Mark's No. 1 on W. Harvard Ave. this weekend is holding a grand opening for its new, enlarged self-service shoe department.

While operating under the name of Mark's, the shoe department is being operated by a separate corporation known as KLM Shoes Inc., for which an assumed business name has also been filed for business purposes. Incorporators are Joe C. McCormick of Kirkland, Wash., Howard Kolnosky of Centralia, Wash., and David L. Leander of 3429 W. Harvard Ave., Roseburg.

The department is being managed by Leander, who comes to Mark's with 10 years' experience in the shoe business. Leander previously managed a self-service shoe department in Longview, Wash., and was manager and buyer for an independent chain of shoe stores in Seattle. Previous to that, he was associated with Bon Marche and the Country Store, both in Yakima, Wash.

Leander has been extensively trained in buying and merchandising self-service shoe departments and has attended the national shoe shows held in Chicago, New York City and Seattle.

New York Department Store has been rearranged to house the shoe department in another part of the store with enlarged quarters. While the grand opening is being held this week the department is to have added improvements, it was announced.

Body, Fender, Painting Shop Set For Glendale

Bernie Halverson of Glendale has begun construction of a body, fender and painting shop on his property across the Glendale Rd. from the Glendale High School. The building, set under trees about 100 yards from the road, will be 24x32 ft. in size and will be of all-steel construction, reports Mrs. Gerald B. Fox, Glendale correspondent.

Business Scene

By Leroy B. Inman

Sat., Mar. 24, 1962—The News-Review, Roseburg, Ore. 3

PP&L Plans Expenditures Of \$1 1/4 Million On Projects

Construction of new additions to existing power transmission circuits and expansion of electric distribution facilities will require an expenditure of nearly \$1 1/4 million dollars for work in Pacific Power & Light Co.'s Roseburg district during 1962, it was announced Wednesday.

"A new 125,000-volt transmission line and the strengthening of three other large-capacity circuits in the district will be a major benefit to the reliability of facilities providing electric service to our customers," explained Phil Quisenberry, PP&L's Roseburg district manager.

The new transmission line, Quisenberry said, will extend about one and one-half miles between Winchester and Oakland, and through its connection with company substations in each city, will provide an alternate power distribution source to the Oakland area.

The district manager said the cost of the new line will be about \$185,000.

Three Other Jobs

Over one-quarter million dollars will be expended on three other power transmission lines presently serving customers in the district, Quisenberry said.

The work includes increasing the size of the conductor on a portion of the 125,000-volt line from the Toketee Hydroelectric projects on the Umpqua River, and replacement of crossarms and towers along a 75-mile section of line between the company's Prospect substation and Cottage Grove. Also planned is the replacement of poles on a tap-line connecting Sutherland

with the Prospect-Cottage Grove circuit, the district manager reported.

Quisenberry related that a program to convert existing distribution circuits to higher voltage and larger capacity to meet growing load requirements of customers will require an additional \$122,000.

"The amount of outlay for the Roseburg district construction is an important portion of the total of \$5,630,000 which the company has budgeted for work in the COPCO division system during the year," Quisenberry said.

Two Jobs Now Under Way

Two major transmission lines projects that will provide for the transfer of large amounts of power through the PP&L system in southern Oregon are slated to be completed during the summer, he added. Both are in addition to the regular construction program.

One will complete the COPCO division's backbone network of 230,000-volt capacity. Work on this \$2,210,000 line between Dixonville and Medford terminals started last year.

The second major project is PP&L's 125-mile-long 230,000-volt circuit linking the COPCO system powerhouses with those the company operates in the northern portion of its system. The line will reach from Albany, in the Willamette Valley, southward to the big Dixonville installation near Roseburg.

"The Dixonville substation will become a major power cross-road in the Northwest with the completion of these important circuits," Quisenberry reported.

Several Assumed Business Names Filed In Douglas Co.

Assumed business names have been filed with the Douglas County Clerk as follows:

Ev-Ceramics & Rocks, Evelyn L. Neves, 426 NE Jackson St., Hardrock Development Co., Harry R. Sproule, PO Box 1122, Roseburg, photograph. Retirement of the same business name has been filed by LeRoy C. Woods.

Oregon Christmas Showcase Inc. greenery supplies, filed by Roy C. Flagg, Drain.

Super "Y" Flying A Service, service station, filed by B. J. Leming, PO Box 612, Myrtle Creek. Retirement of the same name filed by former owner John O. West-wang.

South End Cafe, restaurant business, filed by Delbert and Nellieta Smith and Everett L. Cohen, I. Chapman, all of 1431 SE Cobb, Roseburg.

Pacific Gem Products Co., filed by Walter S. Wallen, 1122 Highland St., Roseburg, retail gemstones and gemstone products by mail order.

James R. Rahm Construction Co., filed by James R. Rahm, 1032 W. Nebo, home building and repair.

Harley's Market, Star Rt. Winston, Harley C. and Fern C. Means, grocery.

Fashionette Beauty Care, beauty salon, name filed by Donald Ward and Marcella Jean Bauer, 2540 Garden St., Reedport. Retirement of same name filed by Victoria L. and Burton L. Spahn.

KLM Shoes, Inc., retail shoe sales, by Joe C. McCormick, Kirkland, Wash., Howard Kolnosky, Centralia, Wash., and David L. Leander, 3429 W. Harvard Ave., Roseburg.

Town & Country Motel, Sutherland, by Rudolph and Ruth H. Solnicka, Box 1651, Winchester.

Joe's Sharp Shop, 2159 N. Fremont, Roseburg, by N. J. DeMarsh.

Rose Marie Bakery, 1114 E. Central St., Sutherland, by Gale Edwards and Rose Marie Steele.

The Smart Shop, PO Box 354, Sutherland, by Margaret E. Sowell.

Timber Grill Restaurant and Cafe, name filed by L. C. and Ruth Bennett of 1375 W. Keasy Rd., and by Harry and Lois Jones of 485 W. Elizabeth St., Roseburg.

Retirement of an assumed business name has been filed by Robert L. Sullivan for both the L. E. Sullivan & Son Lumber Co., and Sullivan's Hydra-Crane Service.

G. McMahon New F. W. Woolworth Assistant Manager

Gary McMahon is the new assistant manager at the F. W. Woolworth store in Roseburg. He replaces Robert Campbell, who has been transferred by the company to Salem.

Born in Honolulu, T. H., he grew up in the San Francisco Bay area, attending schools there. After high school he spent some time in the service, a year in college and a short time with the Southern Pacific Co., before joining Woolworth.

He was assigned first to the El Cerrito store of the company, then at Corte Madera, and then Oakland, prior to coming to Roseburg.

With his wife Linda and daughter Julie, a year old in May, he is residing at Wesvne Courts.

Clifford Hess Director In Federal Land Bank

Clifford Hess of Garden Valley has been installed as a new director of the Federal Land Bank Association of Roseburg.

The announcement was made this week by K. W. Knechtel, manager of the Roseburg association. At the same time, Eugene H. Fisher of Elkton was re-elected to a three-year term, and the board elected him president for another year.

Other members of the board are Cedric E. Cross of Riverton, George Ross of Cross Bay, Albert Straus of Gold Hill, Oliver Roundtree of Williams and Clair Higginbotham of Central Point.

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New Fluoridation Process Introduced In Roseburg

Roseburg has been selected as a guinea pig to determine the public's reaction to a new system for home fluoridation of drinking water.

A recently developed process, just now being put on the market by a Seattle firm, will enable any family that so desires to add fluoride to drinking water in safe amounts, without an entire city's water supply being affected, the company claims.

Family Fluoridation, Inc., is the name of the developing firm. It is headed by the inventor Milton Pulver as president, and Herbert Shannon as vice president. Both are of Kirkland, Wash.

Production Under Way

The equipment for what is said to be easy installation beneath the kitchen sink or elsewhere on a drinking water pipeline is being produced by Frank V. Seidelhuber & Son, Seattle metal fabricating company. Seidelhuber manufactures hot water tanks which are widely used in this area.

Pulver and Shannon were in town this week along with Frank V. Seidelhuber Jr. of the producing firm and Ben Butler of LaJolla, Calif., promotions manager. They will be setting up an office here to conduct an education and sales promotion campaign.

The domestic water fluoridation tank has been undergoing extensive laboratory tests and has passed requirements with flying colors, said Pulver. Public response is now to be determined before a large scale promotion can advantageably be undertaken.

Why was Roseburg chosen as the test city? The promoters list several reasons, but principally the fact Roseburg is of a size to promote more easily the product and to study the public reaction. Secondly, fluoridation of the public drinking water supply has been a controversial issue in this city, so the public is aware of its meaning.

Process Explained

Just what is home fluoridation? Pulver explained it is as a process whereby natural fluorides can be added to the drinking water of a home in prescribed amounts, without the need for the entire city's water supply to be treated.

Technically, he said, the process involves the use of a glass-lined tank one foot in diameter and 18 inches high into which 50 pounds of calcium fluoride is placed. A one-half-inch water pipe inlet is located about 3 1/2 inches from the bottom and an outlet is located directly above the inlet, about 3 1/2 inches from the top. The bottom is concave upward so that its center



HOME FLUORIDATION of drinking water is possible with tank equipment, illustrated above, which may be attached to cold water tap under the kitchen sink or elsewhere.

ter is about level with the water inlet.

Water enters the bottom and is sprayed through a series of jets into the fluoride particles. As it passes up through the fluoride, it retains the natural mineral in amounts up to its normal saturation point. Surplus is retained in the tank, and the maximum absorption cannot be more than 3.8 parts per million gallons, but is usually much less. This natural process makes it impossible for the water to retain harmful amounts, as a person could consume several times more than 3.8 parts over many years without ill effects, said Pulver.

Tests Made

Laboratory tests were made to determine the degree to which the fluoridation tank will add fluoride to cold water under the installation conditions and to determine the nature of any other effect of the fluoridation material upon the quality of the water.

Amount of saturation is determined by the time the water remains in the tank with the fluoride. A typical test showed that in 15 minutes the amount absorbed is only 2 parts. In 10 hours this is up 1.1, and in 48 hours up to 2.1. It would take 21 days for it to reach the maximum 3.8, and this could be run off quickly by opening the tap a few minutes. The tank which holds only nine gallons of water, is refilled with fresh water, said Pulver.

After a continuous removal of 10 gallons of water, initial fluoride content would be 0.5 parts per million gallons, the test showed. At 7 a.m., breakfast time, two quarts tested showed 1.1 parts. The average fluoride amount in the water during a normal use day is 0.8.

Gerald O. Freeman, Seattle consulting chemist, Northwest Laboratories of Seattle and others, including the University of Oregon Dental School and the Oregon Department of Dental Health are running tests.

Pulver explained there are three fluoride sources. One called stan-

nous fluoride is made from tin, sodium fluoride is made from aluminum and steel, and a third is calcium fluoride ore in its natural state. Montana is the source of supply being used. The natural ore has no toxic effects, he stated. He added other fluorides are not toxic in prescribed amounts. Fifty pounds of fluoride will last the life of a tank, he stated. The Seidelhuber tanks are glass lined for longer life.

Difference Emphasized

Pulver emphasized the fact fluoride should not be confused with fluorine. Fluorine is a compound of fluorine with another element. Whereas fluoride is a gas. Many people do not understand this difference and often confuse one with the other.

Pulver stated that he hit upon the idea for the process quite by chance, after attending a meeting where fluoridation of public water was discussed. He stated that the U. S. Department of Health has been trying to develop a system of this nature for many years but failed because the wrong approach to a simple principle was being made.

(Advertisement)

Roseburg To Have Winter All Summer

This newspaper was informed today that no foreseeable change is in sight for the future and regardless of the advent of Spring or even Summer, the Roseburg area can expect Winter to remain and be very active in the Real Estate market as always.

He will soon be located in his new offices at 325 S.E. Main St. near the News-Review to better serve his increasing clientele. He assures you the same courteous, efficient service from his well trained staff of sales specialists at the present location on Harvard Ave. Call Harry Winter now at OR 3-7043 to list your property for quick sale with "A Most Trusted Name In Real Estate".



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Price Of Plywood Remains At Level Of Previous Week

Demand for plywood was not outstanding during the week ended March 15, but has been sufficient to maintain sanded and sheathing plywood prices at the previous week's levels.

Plywood production continued at a fairly high rate without signs of slackening, according to the weekly Farm Forest Products Market Report from Oregon State College.

Recent U. S. Department of Commerce figures indicate a 579 per cent increase in 1961 over 1960 log exports from Oregon and Washington to Japan. The major portion of this increase has occurred for species other than Douglas fir. Soft wood lumber exports increased in 1961 too--162 per cent more than in 1960.

In Douglas County, old growth Douglas-fir peeler logs sold for \$39 to \$95 per thousand board feet for No. 1's, \$75 to \$80 for No. 2's and \$63 to \$65 for No. 3's.

Select peeler logs moved at \$35 to \$37 and peeler mill logs brought \$30 to \$55 on the log market. Old-growth sawlogs moved at \$50 to \$55 for No. 1's, \$44 to \$52.50 for No. 2's and \$35 to \$42.50 for No. 3's.

Second-growth Douglas-fir 12 to 30 feet long brought \$46 to \$52 per thousand board feet and logs 32 feet and over returned \$56. Select Douglas-fir gang logs traded at \$56 per thousand. White fir and hemlock cashed at \$35 to \$40 for No. 2's and \$25 to \$30 for No. 3's. Buyers paid \$25 to \$30 per thousand board feet for cedar.

TAKE OVER STATION

Cliff Vaughn took over this month as manager of the Standard Oil Co. at Drain. Mr. and Mrs. Vaughn formerly from the Eugene area are well known, they have had business interests in the Cottage Grove and Drain area previously.

GARY MCMAHON
... assistant manager

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CHRIS' STUDIO

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ROSEBURG'S COMMERCIAL PHOTOGRAPHER

Addition Being Built For Glendale Business

Work was scheduled to begin this week on construction of a 5 by 17-foot addition to the Dixie Dog Drive-In at the Glendale Road Junction with Highway 99, according to Clyde Marriott, owner.

The addition will give room for the installation of extra equipment and will facilitate faster serving of customers.

Marriott stated that the firm is also having a new billboard set up on the Wolf Creek side of Stagecoach Mountain, along Highway 99, near the Speaker Road Junction, reports Correspondent Mrs. Gerald B. Fox.

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