

Child's Toy Idea May Develop Into New Local Industry

Business Scene

By Leroy B. Inman

6 The News-Review, Roseburg, Ore. — Sat., June 30, 1962

This Story May Sound Squirrely But Electricians Got The Jolt

By DICK KERRUISH
News-Review Staff Writer

It was a frustrating situation for Tate Keith and Bob Williams, electricians for Trowbridge Electric Co.

Keith and Williams had the job of replacing service lines running in a pipe which extends from a transformer vault in the main building of Roseburg High School to the top of a power pole located away from the building.

The pipe runs underground from the building to the pole. It seemed a simple enough task. They disengaged the wires at either end and pulled.

The wires wouldn't budge. The two workmen pulled . . . and pulled . . . and pulled. Just a few skinny wires in a big pipe, but they wouldn't budge.

Mystery Clears Up

The mystery began to clear up after the electricians removed the section of pipe attached to the pole. A wrench truck was brought into play in another effort to dislodge the wires.

The wires started coming out this time . . . and so did the pipe.

"They rolled out like peanuts from a vending machine," said Tom Kimbrell, an estimator for the

company. It appeared that squirrels had been using the pipe as a private store house. A squirrel would climb to the top of the pole and drop an acorn down through the open end of the pipe. The acorn, of course, plopped to the bottom and rolled back into the underground pipe.

Over the years, an ever-increasing abundance of acorns, swollen by weather and such, had created quite a jammed up mess inside the pipe.

Kimbrell estimated that "a couple of washbubs full" of acorns came tumbling out.



EDITH DAMEWOOD
... new chef at Rose

Edith Damewood Becomes New Chef For Rose Hotel

Edith Damewood has returned as chef at the Rose Hotel. Mrs. Damewood served for nearly 18 years in that capacity, but gave it up to purchase and operate the Silver Nook Grille.

She sold that business the first of the year to Mr. and Mrs. R. F. Johnson. Mrs. Damewood had been in ill health for quite some time prior to disposing of the restaurant. Her health since has greatly improved.

Cliff Thornton, who has assumed the hotel management, in making the announcement stated that Mrs. Damewood has a financial interest in the hotel, which she had owned and operated the Rose since the death of her husband, George Smith.

Mr. and Mrs. Damewood have been living at their home on Cavitt Creek. They will, however, for the time being move into a room at the hotel, where Mrs. Damewood will be able to better supervise the cooking duties, said Thornton.

Thornton expressed pleasure that Mrs. Damewood is able to return to this responsibility.

Spring-Go Name Of Hobby Horse Being Produced

By LEROY B. INMAN
Business News Dept. Editor

What happens when grown men become interested in a child's toy?

Well, they just might be thinking about how it could be produced on a large scale and marketed, especially if the idea is new and not previously exploited.

That is just what has happened in the case of a group of Roseburg business men who became interested in a toy — the brain child of a local man, George Strader of Idleyd Rd. And they are surveying its industrial potential.

Spring-Go is the name of the toy. It is described as a sort of hobby horse on springs. Kids can get on them and bounce all over the place, run races, expend their energies and not get hurt or hurt a thing, according to the way Strader explains it. Furthermore, his idea is patentable.

A local corporation has been formed, headed by Strader as president, and several local men are helping finance the project to get it under way.

Already a production line has been set up in a shop building on the Bert Allenby ranch near Whistler Bend. Tentative plans call for production of 1,000 units, on a pilot-program basis to study marketing possibilities and public response, said Strader.

Most of the first thousand are already completed, and it is probable the next aim will be 50,000 units, he said. But they are going slow, ironing out the "bugs" and working toward faster unit production to lessen costs and work out an efficient operation.

If production is expanded, it will be necessary to find larger quarters, he stated. The present operation involves seven separate stations for one complete assembly line. There is no reason, he said, why the number of assembly lines couldn't be increased to any number desired, limited only by the size of available quarters.

Sales Potential

Strader and his backers are enthusiastic about the toy's sales possibilities. Several large marketing outlets are being lined up, by Harris Whitaker, who has been named sales manager. While there is no way to predict public response, one source forecast a demand potential of up to 250,000 units on the Pacific Coast alone by Christmas time.

Spring-Go is a very simple toy. But no one apparently had thought of it before. At least it is not in the patent record books. Very few toys are patentable, and, like the Hula Hoop, it is more a case of

The Waldrons have purchased a home on the North Umpqua River.

Mc's Place Remodeled On Umpqua Highway

Mc's Place on the North Umpqua Highway near Rock Creek has been undergoing some extensive remodeling to better accommodate customers, especially in the restaurant portion.

Most of the work has been rearrangement of the main floor area to increase the restaurant capacity to 48 persons, according to owner Harry Bakken, who has operated the business for 15 years. An addition is an outside patio, which accommodates up to 40 persons at five tables. The patio has been built to the west of the building.

Limousine Is Purchased By Long & Shukle Chapel

A. F. (Tony) Shukle this week returned from the East with a new 1962 Pontiac nine-passenger limousine to be used in his business — the Long & Shukle Memorial Chapel.

Shukle flew from Portland the morning of June 20 to Koscusko, Miss., to the Superior Coach Corp.'s southern division plant to pick up the limousine. He left Koscusko June 21 and pulled into Roseburg Monday night. The trip home covered 2,600 miles.

The limousine is air-conditioned and is the first of its kind in Oregon. The new vehicle will be used as a family car or pallbearers' car.



DENTON'S CORNER — Remodeling and improvements to the above building at the northwest corner of SE Stephens St. at SE Mosher Ave. is now completed and it is fully occupied, reports R. F. Denton, owner. Named Denton's Corner, the building now houses his accounting firm in the east wing office at 840 SE Stephens, shown at right. It also houses the offices of General



BOUNCING GOOD TIME — Diane Strader and Jerry Allenby, both 5, demonstrate how children can expend a lot of energy and have a whole of a good time bouncing around on a new hobby-horse toy known as Spring-Go. Diane is the daughter of George Strader, and Spring-Go is his brain child. Patent has been applied for and production for sales distribution started.

who could "get there firstest with the mostest" before the craze dies down.

Because of the spring action of Spring-Go, it has been found to be patentable, and patent is now pending.

The toy consists simply of a sheet iron base with turned up front and back, the edges covered with a vinyl plastic extrusion as a bumper to prevent damaging furniture or anything else it may come in contact with.

Spring Action

Between the base and a foam-covered plywood seat are five springs. To either side are stapled ropes for hand holds. A tail is stapled to the end and a horse head is mounted in front. And there you have Spring-Go. It's as simple as that, Strader points out.

The toy is substantially constructed. The Strader children have been bouncing around on them for more than a year without destruction. Strader, mechanically inclined, developed original units strictly for the amusement of his children. The idea caught on, and production and marketing possibilities were studied.

Solid core 5-16-inch plywood is necessary for strength. The units each start from a 12-inch by 16-inch piece of plywood, 24 of which can be cut from a 4x8-foot piece. The plywood is stained and five holes bored for bolting of the springs and another hole bored for mounting the horse's head.

The next step is to bolt the five springs to the plywood. Then the plywood is covered with foam padding and vinyl plastic material, which is stapled on. The units slide down a ramp or are stacked for stapling on the rope hand holds and tail. Then they are hung on a line and rolled down to where the metal bases are spot welded to the springs. All that remains is painting and stenciling on the name.

The horse's head is not mounted. Instead it is slipped beneath the seat and base for easy shipment. The units then are boxed individually.

The toys are useable by children as young as 6 months, primarily as a rocking horse, said Strader, in describing their versatile possibilities. Children can start bouncing on the toys almost before they can walk. As they grow older they can use them for racing around rooms, on sidewalks or across the lawn. They won't harm a carpet or furniture, and carpeting deadens the noise.

The Strader and Bert Allenby children build corrals with sticks, put the horses inside, or tie them to a hitching post. The suggestion is made that they possibly could be used even as a sled when there is enough snow for use.

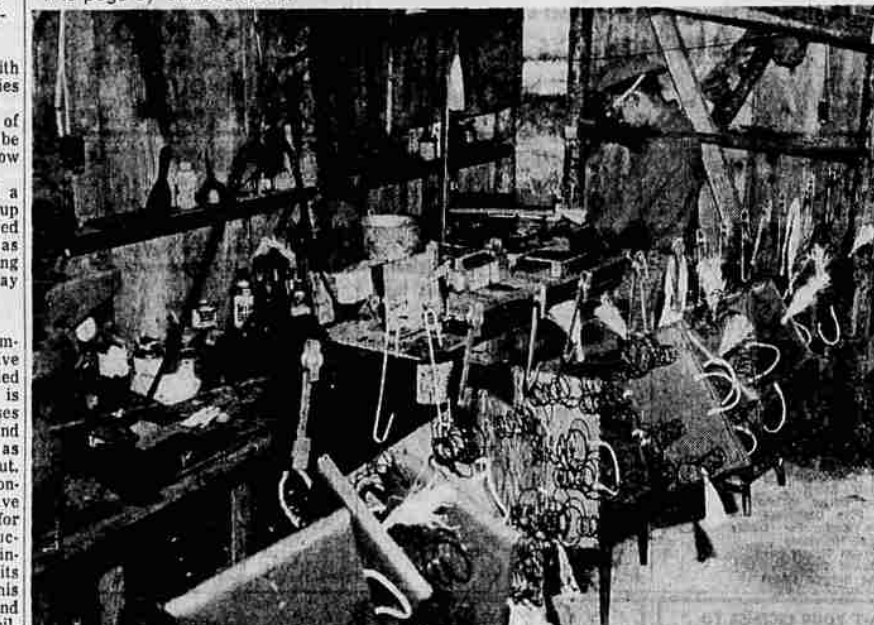
INCORPORATES
Articles of incorporation have been filed at Salem for Perma Roofing & Specialty Building, Inc., Roseburg. The filing, made by Francis R. and Emily Mae Dairy and Josephine Roll lists 100 shares at no par value.



Adjustment Bureau, Marshall P. Smith Lumber Sales, J. R. Standley & Sons Logging and the dental offices of Dr. Keith Bryant, the latest to move in. Considerable remodeling renovation, and partitioning of the former garage building has been done, along with erecting a canopy on the two sides facing the large, paved parking area. (Chris' Studio)



ASSEMBLY LINE — Initial steps in the production of a new child's toy, known as Spring-Go, are shown above. The assembly line has been set up on a pilot program basis in a workshop on the Bert Allenby ranch near Whistler Bend. Springs first are attached to plywood seats, which are covered with foam cushions and plastic. (Pictures this page by Chris' Studio)



METAL BASES are welded to Spring-Go toys, after horses' tails are stapled to one end and hand grips to either side. From this assembly line step, the hobby horses go to the paint rack. The horse's head is not pre-mounted, but instead placed between the seat and base for easy packaging and shipment.

Life Insurance Trends Told At Life Underwriters Meet

Trends which make life insurance more important especially to the family of the breadwinner were discussed by M. Dale Williams, a life underwriter, at the annual banquet meeting of the Umpqua Basin Life Underwriters Association.

Williams, assistant manager for the Metropolitan Life Insurance Co. Eugene district, spoke on "What This Business of Life Insurance Is." He was accompanied here by his wife, Jeanette.

He pointed out that life insurance agents do not try to insure men's lives, because only those things which may be replaced can be insured. So in reality agents try to insure what a man represents to his families' "security."

Family Ties Broken

The movement from the farm to the city which has taken place in the past 30 years has broken up the close family ties which once existed, where sons followed fathers in running a family enterprise or unit, said Williams. This has caused many families to have no one to turn to in time of need when the breadwinner is no longer there to provide for the family.

He also pointed out the tremendous importance life insurance dollars represent to our nation's economy. He showed how these premium dollars are used by industry to expand operations and finance new construction and stressed the fact life insurance dollars are the future security of every family unit.

Advances Mentioned
He also talked on advances in the life insurance business over the past 30 years and how agents have attained a position of professionalism and prestige. Company training programs have put much knowledge into better trained hands and minds to better serve the public. Agents can now attain professional designations corresponding to college degrees. That or C.L.U. (Chartered Life Underwriter) are the highest awards in this business.

Awards were presented to three members by Jerry Sweet, quality awards chairman. They are given annually to those members who have met certain strict requirements in production and quality of business. They were Ed Wyatt, Sun Life, eighth time; Mickey H. A. R. Northwestern Mutual, third time, and Bert Griffin, Metropolitan Life, first time.

Group At Klamath Wants Winnemucca Route Designated

The Winnemucca - to - the Sea Highway Association at Klamath Falls has filed articles of incorporation to promote a highway between Winnemucca, Nev., and Crescent City, Calif.

Incorporators were listed as Francis S. Landrum and Frank F. Ganong.

Last week, a delegation from Coos County cities was in Roseburg for a coffee break en route to Winnemucca. That group is promoting a route which would continue the road now completed from Winnemucca north of Lakeview, through to the Dalles-California Highway near the turnoff to Diamond Lake.

Their plan would link the road via the North Umpqua Highway to Roseburg, thence over a proposed new route from Roseburg following in general the old Coos Bay Wagon Road and terminating at Coos Bay.

Getting the route designated for tourist information interest is the purpose of the group.

CHRIS' STUDIO
427 S. E. Main
Ph. OR 2-3212
ROSEBURG'S COMMERCIAL PHOTOGRAPHER

Connie Mugerud Takes Ford Institute Course
Connie M. Mugerud of Mock Motors, a Roseburg Lincoln-Mercury dealership, recently completed a course in business management at Ford Motor Co.'s San Francisco Marketing Institute.

VACATION TIME!
BE SURE YOUR BRAKES ARE IN TIP-TOP CONDITION!
BRING YOUR CAR TO ANDY SCHLICK Brake Specialist
LOCKWOOD MOTORS 745 SE Rose OR 3-4485

FRESH STRAWBERRIES
30 lb. tin 8.55
FRESH RASPBERRIES
28 lb. tin 8.96
Last Chance For Fresh Berries
Put In Your ORDER TODAY You Pick Up July 6
FRESH, PITTED SUGARED PIE CHERRIES NEXT
RE-PACKAGE IN YOUR OWN CONTAINERS
20-LB. BOXES VEGETABLES INDIVIDUALLY QUICK-FROZEN
WINSTON FOOD LOCKERS
Winston OS 9-1333