

# Bruce C. Elliott Retires As Penney Store Manager

From button boy to department store manager, over a long grind but with many rewards—that is the story of Bruce C. Elliott, manager of the Roseburg store of the J. C. Penney Co., who retires this week after having served with the company 34 years.

Elliott has served a goodly part of his service with the company in Roseburg, coming here as shoe man on May 14, 1928. Except for brief periods at Klamath Falls and Yreka, Calif., he has remained here since.

Employees, former employees and spouses, along with visiting store managers and company district managers, honored Elliott and his wife, Olive, at a dinner at the Umpqua Hotel Gold Room last Sunday evening.

**Born in Minneapolis**  
A native of Minnesota, Elliott was born in Minneapolis in 1902, but came with his parents to Portland at the age of 10 years, where he completed grade and high school. He then took a job as button boy in a shoe store. He recalls it was his job to put the buttons on shoes when they were sold. They didn't come already on, and most shoes then were buttoned.

He advanced to mail order clerk, floor walker, then assistant manager and in 1928 became manager of Wright's Family Shoe Store, then the largest in Portland. He worked with the store a total of nine years.

Then he read of the man with 1,000 partners and saw an advertisement that J. C. Penney Co. needed men. He was interviewed, hired, took a cut in pay and came to Roseburg as shoe man.

He recalls the store than was located across SE Cass Ave. from the old Post Office (now the Federal Building) where a service station now is located. The balcony was so flimsy it was necessary to prop it up with timbers and was only used for storage of toys at Christmas time.

**Assistant Manager**  
Elliott was made assistant manager in 1930. The store was moved in 1935 to the present location of the Pay Less Drug Store.

In 1937 he was sent to Klamath Falls to appraise a shoe stock for the Golden Rule store, which was being bought out by the Penney company. He put in a bid for a position and was hired as assistant manager.

He was transferred 21 months later to Yreka to take over as manager of what he described as the "dirtiest, dingiest, darkest store in the company organization." He was very much dissatisfied with the position and let it be known. The company sent a representative, and in half a day had made all plans for the construction of a large new store with full basement on acquired property. Such a move would take months or years to plan today, he commented.

The store in Yreka opened in November of 1941, and he was transferred then in September 1942 back to Roseburg as manager at his request. During the war, with shortages, the local store was large enough, but when the war ended and the building boom hit Roseburg, the store was no longer adequate. The store recorded the highest percentage of business for any in the Penney chain for the square footage of floor space, Elliott recalls.

After many months of negotia-



**BRUCE C. ELLIOTT**, on right, who is retiring as manager of the Roseburg J. C. Penney Co. store, is shown receiving from District Manager L. F. Kelley, Portland, a booklet containing letters from employees and former employees. The presentation was made at a farewell dinner for Elliott last Sunday night at the Umpqua Hotel. (Wilson's Studio.)

## Stanley Hyde New Manager Of J. C. Penney Co. Store



**STANLEY W. HYDE**  
... new Penney manager

Stanley W. Hyde arrived in Roseburg Friday from Oregon City to take over as manager of the J. C. Penney Co. store here. Hyde replaces Bruce Elliott, who is retiring today after completing 34 years with the company.

Hyde, a native of Oregon City, has been manager of the store there for nine years. He started with the company's downtown Portland store in 1932.

From Portland he went to Klamath Falls and worked four years. He was there at the time that Elliott worked in the same store for a couple of years, so their acquaintance has been of long standing.

From Klamath Falls, Hyde went to Medford as assistant manager for five years until 1941, then was named manager of the store at Burns, staying there three years, being transferred to four years at Hood River, prior to returning to Oregon City.

Hyde and his wife, Frances R., have four children. Their oldest daughter, Sharon, 23, is a stewardess with United Air Lines. Judy is a junior at Oregon State University; Randy is with the U.S. Army in Germany, and Gary, age 10, is their youngest and an ardent peewee ball player.

Fishing, hunting a little golf and bowling are his principal hobbies, said Hyde, who has been active in Chamber of Commerce work and the Elks at Oregon City. He and his wife are looking for a home in Roseburg.

to Elliott, he stated. He started here in 1937 with five women employees, including Jesse Alice Moore now at Chapman's Drug Store, as his assistant manager. The business volume has increased from \$180,000 yearly to well over the million dollar mark, and the present employment is 35.

**Married On Birthday**  
Elliott was married on his birthday, June 22, 1925. He and his wife, Olive, had their first child Mrs. Earl Oden. They have now two children Bruce and Terri.

Patricia Dale, now Mrs. Larry Kvider, was born in Klamath Falls on March 17, 1938, and their son, Arthur Logan (Butch) was born Sept. 6, 1943. He now is a student at Southern Oregon College.

While active in many civic functions, Elliott lists Boy Scout service as his most important, having been so engaged since 1937. He was in 1944 awarded the Silver Beaver Award, highest a local council can bestow. He has served most of that time on the Boy Scout executive board out of Eugene, and now works as a member at large. He stated he would like to see more Roseburg area men devote more time to this "wonderful cause."

He's been active in the Chamber of Commerce, being a past vice president; in retail trades, chairman two war bond drives, and was credited with raising more than one million dollars. He was a charter member in 1928 of the Roseburg Lions Club and has held every office up to deputy district governor.

He lists membership in the Masonic Lodge, Shrine, Eastern Star, Elks and the Methodist Church. He has served on the United Fund board of directors since its inception up to this year, and has been active in other fund drives. He enjoys hunting and fishing as hobbies.

Elliott and his wife plan to take it easy for awhile. They have purchased a house trailer, which they will pick up Tuesday, then take a short trip to the Oregon Coast. He plans to work around his home in Laurelwood for a time, then after Christmas they plan a trip south into Old Mexico, 800 miles to Mazatlan on the West Coast for an indefinite vacation.

# Business Scene

By Leroy B. Inman

Sat., July 28, 1962 — The News-Review, Roseburg, Ore. 3

## Sanders' Adding New Lines, Name Change Is Announced

Announcement was made today that Sanders' Shoe Store, 529 SE Jackson St., is expanding into the ready-to-wear field and will change its name to Sanders' Sportswear and Shoes.

H. L. Sanders, owner-manager, stated he has been considering this move for some time, but is doing it now as he has been able to secure the franchise for several well-established lines formerly carried by Lowell's, which is going out of business.

Sanders said carpenters have started remodeling to accommodate the new apparel arrangement, as the store will now offer a full assortment of styles and sizes in the categories in which they will specialize. These will include predominantly sweaters, blouses, skirts, capris, bowling items and fashion items for school pep clubs and rally groups, as well as assuming the Moore Gymwear line of school uniform middie and blouses.

Sanders explained the Joan Marie sweater and skirt line will be carried in full depth. Ship and Shore blouses will be carried and Sanders' will feature nationally advertised styles as seen in fashion magazines and nationally televised programs, he said.

Special attention will be given

to group orders. He explained that in conjunction with this move he is able to offer both men's and women's styles in the official bowling shirts and shoes having available about 75 different style and color combinations and also will be able to offer immediate service in name and insignia embroidery for bowling, whether on the garment itself or on separate plaques that can be attached to the garment. This will be done locally, he said.

A special department will be the Pep Club department in which Sanders' will offer special custom-styled sweaters to the individual design of each pep club group and all sweaters will be especially coordinated to special custom-made pep club and rally squad skirts, either in solid colors and special two-tone skirts made in the school colors with each skirt made to individual measurements.

He stated he is already taking orders and measurements for school, to insure delivery for first football games.

Besides expanding the store into sportswear, Sanders also announced as part of its program the offering of fashion coordination from top to toe. In addition to the full selection of styles previously carried in such lines as Jacqueline, Connie, Paris Fashion and A.I. Step shoes, they have just received the franchise for Mark Angelo and Hollywood Scooters shoe brands.

Sanders said: "We are making this expansion with full confidence in the growth and future of Roseburg and Douglas County. We think by constantly offering guaranteed fit, broad assortments of styles and price ranges, and by being able to feature style coordination in one store, Sanders' Sportswear and Shoe Store can make an even more important contribution to the community. We like Douglas County and are glad we can take advantage of the opportunity to grow with it."

## Joe Boatwright, Don Glenz Buy Local Cleaners

Joe Boatwright and Don Glenz joint owners of New Service Laundry and City Cleaners, have announced purchase of two other cleaning establishments in Roseburg which they intend to keep operating.

Les Carr, who has operated the Umpqua Cleaners for many years has sold his business to Boatwright and Glenz. Carr will concentrate on coin operated dry-cleaning establishments in Roseburg, Winston and Myrtle Creek.

Glenz, formerly associated with Carr in the coin-operated establishments, no longer has an interest.

The second cleaning establishment they have taken over is the Go-Go Drive In Cleaners, 1405 SE Stephens. Boatwright and Glenz have acquired the lease of the properties from owner Morris Corderman.

All dry cleaning for these two establishments, as well as that of City Cleaners, will be handled in the new modern dry-cleaning plant of New Service Laundry. The other business locations will be used for convenience of customers in leaving or picking up clothing.

The Umpqua Cleaners, located at 525 SE Main St., underwent extensive renovation recently, with the removal of cleaning equipment and division of the building, part of which is now used by Harry Winter Real Estate.

In addition to pick-up service there, a complete line of alterations has been added, for wholesale and retail. Pressing-while-you-wait service also is to be offered, along with drive-up window service.

General clean-up, painting and minor repair is scheduled soon for the Go-Go Cleaners location. The name is to be changed to New Service Drive In Cleaners.

The new owners state that all former employees will either be retained or absorbed in the over-all business.

Boatwright, who had New Service Laundry in partnership with Jack Hart, and Glenz, owner of City Cleaners, consolidated their business interests, buying out the interest of Hart, as of May 1. The laundry was completely rebuilt and new equipment installed, following a fire more than a year ago.

## Assumed Business Names Filed With County Clerk

The following assumed business names have been filed with the Douglas County clerk:

C. C. Kitchen, name filed by Carl W. Christensen for restaurant at 1747 SE Mill St., Roseburg.

Gardiner Beauty Shop, Gardiner, by Mae Simpson, 126 S. Fourth St., Reedsport.

Coast Electronics, electronic equipment, radio and television repair, by Allen Keith Stevens, 1963 Birch St., Reedsport.

B & B Signal Service, service station located at Sutherland, name filed by Carl H. Borgaas and Howard L. Bird, both of Winston.

Tri-City Ambulance Service, by Robert E. Benn, Myrtle Creek.

Douglas Fir Court, renting duplex and court, Jennie B. Marquiss, Umpqua Excavation & Paving Co., Art E. Wennerberg, 655 NE Madison, St., Roseburg.

W. Luellen St., Ralph and Virgil Hoskins, both Rt. 4, Box 185, Roseburg.

Hiawatha Charter Service, charter boat service, by Manley Watson, Box 54, Drain.

Reedsport Auto Wreckers, Reedsport, by Ernest and Ruby Sello, 2063 Winchester Ave., Reedsport. Retirement filed by same parties for Lee's Wrecking Service.

Moritz A. Eibert has filed assumed business names for Service Masters of Roseburg, which does cleaning of rugs, carpets and walls, and Commercial Janitorial Service, contract cleaning. Retirement from the same business has been filed by Howard J. Jones, formerly owner of the business.

Retirements filed by L. C. and Ruth Bennett and Harry and Lois Jones for The Timber Grill, restaurant, and Roseburg Venetians window decorating, by David M. and Margaret A. Geddes.

In 1958 DFPA staged the biggest



**NEW LIMOUSINE** — Mr. and Mrs. Meredith Wilson, who operate Wilson's Chapel of the Roses, have returned from Kosciusko, Miss., where they purchased a new nine-passenger, fully air-conditioned limousine, to be added to the fleet of service cars for the Roseburg funeral home. The new vehicle will be used either as a family or pall bearers car. This is a part of the overall improvement of facilities, which included renovation of the chapel recently. The Wilsons and their children left here July 4, spent five days in New Orleans, where Mrs. Wilson attended a Zonta International convention, then picked up the limousine and drove it home.

## Man Who Helped Plywood Industry Plans Retirement

An industry that employs more than 1,700 in the Roseburg area and pumps an annual payroll of more than \$10 million into the local economy passes a milestone Sept. 1, with the retirement of a man who has become almost a legend in the forest industries of the Pacific Northwest.

W. E. Difford, who gave the fir plywood industry a resounding thump on its infant backside nearly 25 years ago and who has helped guide its lengthening footsteps ever since, retires Sept. 1 at a mellow 72 as executive vice president of the Douglas Fir Plywood Association. His successor has not been announced.

Difford became chief executive of the plywood association in 1938 and, except for a brief postwar period when he organized a business with his sons, has held the job ever since.

The intervening years have seen plywood change from a material used for automobile running boards, drawer bottoms and door panels to a structural element in some of the most precisely engineered wood structures in the world. In the same period, drawing on funds earned by promotions he developed, Difford has built up a research program second to none in the wood industry.

**Fastest Growing Industry**

The net effect has been to make plywood the fastest growing industry in the U.S., outside the defense field. Since 1938 it has increased in size 14 times; since 1952, while lumber production in the west has slumped 30 per cent, plywood sales have skyrocketed by 300 per cent.

Significant changes and the flamboyant promotions that are the hallmark of the association, have been born in Difford's plywood-paneled office, their development punctuated with clouds of cigar smoke.

Difford's first act at DFPA was to abandon the grading system that concentrated on appearance. He was the first to emphasize the glue line — the all-important element that bonds wood veneers into a far stronger material than nature ever created. The system evolved in those early years, refined and expanded, still is recognized as the most foolproof in the industry.

The prewar years saw the industry expand, and saw the foundation laid for later promotions. But it was after 1952, when Difford returned to the association, that the big changes were made. These were the years of the boom in housing. They also were the years when competing materials really began to enter the markets, making every dollar a battle prize.

**Budget Has Doubled**

The association had 82 employees in 1952 and a total budget of \$1.8 million. Today it employs 287 and will spend \$3.7 million on advertising alone, of a total budget of \$7.3 billion. In 1950, the housing industry bought 500 sq. ft. of plywood for every new home that was built. By 1960 home builders were using 2500 sq. ft. per new house.

The growth in the use of plywood in the last decade is hard to visualize. In 1955, production was 3 billion square feet, figured on a 3/4-inch thick basis. This year 9.2 billion sq. ft. will be sold by northwest mills. If it were possible to make a stack of 4x8-foot panels that totaled just one billion sq. ft., the pile would reach 185 miles — higher than the first Mercury astronaut flew.

**Marketing Programs Familiar**

The research that made it possible to use all this plywood is familiar to every builder, architect, engineer and industrial designer in the country. The public probably knows far more about the marketing programs that actually sold the plywood.

In 1958 DFPA staged the biggest

merchandising campaign of its kind. More than 8000 lumber dealers took part and consumers asked for 2 million do-it-yourself plan folders that year.

Difford's next venture was into newspaper advertising. DFPA bought advertisements in 1648 dailies in what was, and may still be, the biggest single newspaper program.

In 1955 Difford scoffed at a Stanford Research Foundation estimate that plywood sales would reach 7.5 billion sq. ft. by 1975. He thought the figure was far too low; others in the industry thought Difford was indulging in wishful thinking. His eyes lit up in 1959 when sales passed 7.8 billion.

Difford's vision and energy have tripled sales and tripled employment in the plywood industry in a decade. He says today that 10 more years will see them double again. As he steps down, his former critics are silent.



**W. E. DIFFORD**  
... executive to retire

gram by a building material supplier.

**Something New Every Year**

There was something new every year. In 1959 Difford conceived the famous leisure home campaign, keyed by the slogan "Every Family Needs Two Homes." He shrugged off criticism with a cloud of cigar smoke.

"They don't need two cars, either," he said. "Or two bathrooms. Or two suits. But they buy them." Americans bought second homes, too, at a rate that stunned housing economists.

In November of 1960 Difford brought together the country's top experts in retirement housing, a new field he thought showed promise. He made up his mind quickly when a demonstration house was suggested and by Jan. 6, 1961, the first House of Freedom was on display in downtown Washington, D.C., for delegates to the White House Conference on Aging. President Eisenhower told Difford the house was a "fascinating idea" and hundreds of other Americans have agreed with him—and bought identical models all over the country.

**Overproduction Threatens**

Leisure homes and retirement housing still are among DFPA's current 23 promotions, and they still are increasing the sale of plywood. But a specter that has been threatening the industry for years has reached frightening proportions recently and Difford has been taking steps to destroy it. Even with the giant gains in sales, production capacity has kept ahead of the market. With sales of 9.2 billion sq. ft. predicted for 1962, production capacity will stand at 10.4 billion by year's end. This surplus capacity tends to depress prices and keep profits marginal.

**Seeks Foreign Sales**

In June, at the association's annual meeting and the last one he

will attend as chief executive, Difford marshalled his facts for a new assault. The market places of this continent have fallen to him. Now he is ready to invade South America and the European Common market. He outlined a three-point program and said his "conservative estimate of 1972 sales of 18.5 billion feet" could "swell dramatically if the industry meets the challenge of overseas markets."

In 1955 Difford scoffed at a Stanford Research Foundation estimate that plywood sales would reach 7.5 billion sq. ft. by 1975. He thought the figure was far too low; others in the industry thought Difford was indulging in wishful thinking. His eyes lit up in 1959 when sales passed 7.8 billion.

Difford's vision and energy have tripled sales and tripled employment in the plywood industry in a decade. He says today that 10 more years will see them double again. As he steps down, his former critics are silent.

## HOW TO SAVE ON AUTO INSURANCE

Married men from 30 to 60 years need no longer be penalized by high rates

Farmers Insurance Group now makes it possible for you to stop paying for the other driver's accidents. Statistics prove married men between 30 and 60 are preferred risks and entitled to special low rates and broader coverage.

## 60 AUTO INSURANCE PACKAGE

Before you reinsure your car—get the facts about this new Farmers auto policy.

Call us for details



**Farmers Ins. Group**  
1602 SE Stephens, OR 2-2618  
Clarence V. DeCamp,  
Dist. Mgr.

**"THAT'S THE WAY I LIKE MY  
SHIRTS  
LAUNDERED"**

**CUSTOM FINISHED**

We Launder Each Shirt According To Your Personal Taste, With Heavy, Medium or Light Starching. — Finished, folded or on hangers as you prefer. Trousers also laundered with same careful attention.

**ONE DAY SERVICE TOO!**

... The MOST in DRY CLEANING

**MARTINIZING**

We Feature Professional One Hour Dry Cleaning At No Extra Cost.

**2 CONVENIENT LOCATIONS**

**KEN'S DRY CLEANING**

530 N. E. Garden Valley Blvd. DIAL OR 2-1891  
1028 W. HARVARD AVE. DIAL OR 2-2861

**SATURDAY  
OPEN ALL DAY**

**CHRIS'  
STUDIO**

427 S. E. Main  
Ph. OR 2-3212

**ROSEBURG'S  
COMMERCIAL  
PHOTOGRAPHER**