

Chamber Of Commerce Salutes Industry Of The Month

Viletta's Arts And Souvenirs First Selection

Viletta's Arts and Souvenirs, being hailed during June as the local "Payroll Builder," started as a hobby of Mrs. Jack (Viletta) West in 1959. It since has grown into an industry too large to conveniently operate in the basement of the West's Laurelwood home, 473 W. Riverside Dr.

This industry is typical of what the Roseburg Chamber of Commerce, through its Payroll Development Committee, is endeavoring to promote to increase payrolls and stabilize local economy.

Mrs. and Mrs. West would like to expand their industry to meet current demand, but must overcome certain obstacles to which the chamber committee is helping find the answers.

Need Larger Quarters
First, to expand in any extent the Wests will need larger quarters. They are considering a move to a larger building, several of which are available in the city.

Raw material is another problem. Mrs. West imports her plain china from England, but supplies have been limited and other sources are being sought. Problems of production speedup such as packaging to reduce overhead are also being studied.

The business was started when Mrs. West attempted to find a souvenir plate for the Umpqua Hotel. This resulted in her designing and making one. This also saw the start of sales to the Oregon Centennial and to individual shops throughout the state of a centennial plate. The idea caught on. Demand was greater than anticipated.

The next year her decorated china was produced for various commemorations on a small scale, but demand has increased as the product became known. In 1962 production exceeded 42,000 pieces of china, with the assistance of up to 12 persons during peak periods. Presently output is two months behind orders. The outlet potential appears unlimited, based on production ability. The market has been limited to the area west of Denver.

In the production process, Mrs. West's custom designs are applied to the china. Colors are baked on in electric kilns. At 1,300 degrees Fahrenheit, the paint or decal becomes a permanent design in the china. Even one-of-a-kind custom items, such as a wedding picture plate, may be made.

Included in production are salt and peppers, ash trays, ceramic tile, mint dishes, vases, cups and saucers. Overnight cooling in the kilns are required before they can be opened and the finished products removed. Mrs. West uses three kilns per day on a five-day week basis, firing 250 pieces per kiln.

Displays Set Up
During June samples of her china will be displayed at the offices of Pacific Power & Light, Pacific Telephone Northwest, Curtis Home Furnishing, The Photo Lab, Roseburg Book Store, U. S. National Bank, Jack West Diamond Shop, and possibly others.

The chamber's Payroll Development Committee consists of Don Dole and Phil Quisenberry, co-



VILETTA WEST is shown drawing a design, which is to be applied to specialty china for souvenirs and gifts. Mrs. West started her business endeavor as a hobby in 1959, and last year produced more than 42,000 pieces of decorated china. She is now considering expansion of her indus-

try to meet demand, which has grown as knowledge of her product has spread. Viletta's Arts and Souvenirs is being saluted by the Roseburg Chamber of Commerce as the "Payroll Builder" for June.



DECALS AND ART WORK, designed by Mrs. Jack (Viletta) West, are applied by women, working in the basement of the West home in Laurelwood. Up to 12 persons have been employed in her small-scale industry, established in 1959.



CUSTOM DESIGNS produced by Mrs. West are applied and the colors are baked on in electric kilns, shown above, at 1,300 degrees Fahrenheit to become a permanent design in the china. Four-hour firing period and overnight cooling is required before the kilns can be opened. Three kilns are fired on a five-day week basis. Each can hold 250 pieces of china.

chairmen; steering committee, C. B. Thomas, Del McKay, Dole, Quisenberry and J. V. Brenner; merchandising committee, Aaron Boe, Leroy Inman, R. B. Curtis, David Morgan and Bob Feldkamp; research committee, M. J. Newland, D. H. Pratt, V. E. Miller and Bill Cook; sites committee, W. R. Johnstone, Joe Dent and W. F. Forrest.

Building, Repair Service Offered

A new-type business, offering 24-hour service to customers, is being started in Roseburg by J. R. (Pennie) Pennington and Joe Salee, who are both engaged in construction work in Roseburg.

Name of the business is Contractors Building and Repair Service. The owners plan to establish a central office, but meanwhile will be operating from the home of Pennington at 1608 SE Mill St.

The business will work in cooperation with several local businesses in the form of a clearing house to offer service to customers on a guaranteed around-the-clock basis. Customers may pay a monthly or annual minimum fee to be assured attention. Labor and materials will be additional, they state.

Cooperating establishments are: Quality Roofing, owned by Salee; Bob's Electric, Munion's Heating, Harris Plumbing, Luellen Painting and Decorating Service, and Joe Sendelbach, drywall construction. Plans are to add other services available to customers on an emergency basis.

Salee has operated Quality Roofing for about 10 years, and Pennington has been in construction here for 11 years. Both will continue in their regular line of work, in addition to coordinating the building and repair business.

The two men state that the business is patterned after that in operation other towns where it proved successful.



ROSEBURG WOMEN PILOTS are beginning to show an increased interest in the flying sport, Roseburg Skyways operator R.C. Good said this week. A group of the women pilots who have received their training from the local flying service, left to right, are Mrs. Dale (Rae) Allred, Mrs. R.C. (Bonnie) Good, Mrs. Joe (Gerry) Dent and Mrs. Gene (Shirley) Mellor. (News-Review Photo)

Women Become Pilots

The growing interest in aviation throughout the Roseburg area continues with a steady increase in the number of persons taking flying lessons—and a good portion of the increased activity involves the fairer sex.

R. C. (Bud) Good, owner and manager of Roseburg Skyways, pointed out that while still relatively small, the list of women pilots in Roseburg is growing steadily. Good added that many of the local women are turning into top-flight pilots.

Comparing the woman flier with her male counterpart, Good said the girls generally strive more for perfection. "When a man bounces a landing a little," Good said as an example, "he just shrugs it off and figures the next time around it'll be better. But, when a woman does something like this, she'll go right around again and keep practicing until she gets it down perfectly."

This stronger desire for perfection usually amounts to a woman taking a few hours more time in lessons than a man before she's ready to solo. Roseburg Skyways notes men in the Roseburg area who have obtained their licenses generally take about eight hours of lessons before they're ready to solo—while the women have taken about 10 hours.

The greatest amount of interest on the part of women fliers has been shown by ladies whose husbands are pilots, Good noted. Included in the list of women who have received their private licenses at Roseburg Skyways are Good's wife, Bonnie, Mrs. Bruce (Marion) Carter and Mrs. Forrest (Hope) McKay.

Those having student licenses include Marigold Frear, Mrs. Joe (Gerry) Dent, Mrs. Dale (Rae) Allred, Mrs. Ben (Margaret) Glanville, Mrs. Luther (Rose) Ellison and Mrs. Gene (Shirley) Mellor.

NEWLYWEDS LOSE BED
LONDON (UPI)—Newlyweds Barry and Maureen Slater went out today to find a bed after spending their wedding night on the floor.
The couple's bed, a gift from Barry's parents, was delivered when no one was home and left in the backyard beside a discarded bath tub left for rubbish men.
The rubbish collectors took the bed and left the tub.
"It has all been very embarrassing," said the bride.

IT PAYS TO PATRONIZE NEWS-REVIEW ADVERTISERS

Business Scene

By Leroy B. Inman

6 The News-Review, Roseburg, Ore. — Sat., June 1, 1963

VITAL STATISTICS

Divorce Decrees
Juanita from Robin Donaldson. Custody of minor child awarded to plaintiff.
Robert E. from Carol Eugene Grove. Plaintiff awarded custody of two minor children.
Betty from John Wilverding. Plaintiff's former name of Betty Kennedy restored.
Verne E. from Ruby V. Snow. Lucille from Bernard B. Beagle. Plaintiff granted custody of one minor child with provision for visitation rights and that child shall not be removed from state. Custody of second minor child goes to defendant. Property settlement agreement ratified. Defendant to pay attorney fees and to deliver to plaintiff automobile and furnishings pursuant to said property settlement agreement.

Divorce Suits Filed
Clinton vs. Ovelda Maude Don-aca. Married Nov. 3, 1956, in Sutherlin. Desertion charged.
Joyce Ann Hall, by her guardian ad litem Ben Fugate, vs. James Curtis Hall. Married in Stevenson, Wash., Aug. 18, 1961. Desertion charged. Plaintiff asks custody of minor child, \$40 monthly support, and a decree that marriage be declared void and annulled from date of decree, and in event court fails to award annulment, then granting plaintiff absolute divorce.
Maxine Estella vs. Stanley Arvene Stevens. Married at North Bend Oct. 13, 1951. Cruelty charged. Plaintiff asks custody of

four minor children, \$75 monthly for her support and \$140 for support of their children; awarding to plaintiff household furnishings, and order that defendant pay attorney fees and obligations.
Roy Lynn vs. Cheryl Sue Brumley. Married at Reno, Nev., Feb. 24, 1963. Cruelty charged.
Barbara May Seastruck vs. Charles Leon Seastruck. Married at Reno, Nev., July 22, 1961. Cruelty charged. Plaintiff asks award of her former name, Barbara May Workman, and attorney fees and court costs.

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U.S. Traffic Jam Regarded As 'Yardstick' For Economy

NEW YORK (UPI)—The bumper-to-bumper stream of autos clogging the nation's highways this Memorial holiday weekend will produce tragedy, exasperation and frustration, but it represents a way of life that has made America's economy the envy of the world.

As the auto industry goes so goes the economy may be overstating the case, but it is becoming increasingly evident that what is good for that industry is good for the country.

Within this context the statement this week by General Motors Chairman Frederic Donner that sales of 7 million cars a year has become "the normal yardstick" for the auto industry certainly bodes well for the future business outlook.

Sales Climbing
Going one step farther GM's President John Gordon recently stated: "We could be looking at a situation not long from now when 8 or 9 million car sales a year will be normal."

Meanwhile, mid-May auto sales toled along at an annual rate of nearly 7,500,000, which would, if sustained, crack the 1955 record. But most auto officials will gladly settle for the 7 million figure compared with 6,900,000 last year.
Detroit's performance was reflected in steel mill output last week which climbed for the third consecutive week to the highest level since mid-March 1960. Production totaled 2,626,000 tons, up 0.8 per cent from the prior week. The increase lifted production so far this year ahead of the 1962 pace for the first time.

Mill officials said, however, that incoming orders are under the April peak because users have placed most of their stockpiling orders against the possibility of a strike. Efforts to reach an accord in preliminary steel labor talks are coming down to the wire.

Youngtown Competes
In another steel development, the seventh-ranked steel company, Youngtown Sheet & Tube, announced it is jumping into the competitive battle for a larger share of the Midwest steel market.

The steelmaker said it would build an \$80 million sheet mill in the Chicago district. U. S. Steel, Bethlehem, Inland and National have already committed sizable sums to expand in the nation's largest consuming region.
Machine tool orders—a tipoff to expectations of future factory activity—remained brisk in April rising nearly 30 per cent over the same month last year. The markedly improved trend has been in evidence since January and some industry officials are confident it will continue through most of the year.

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