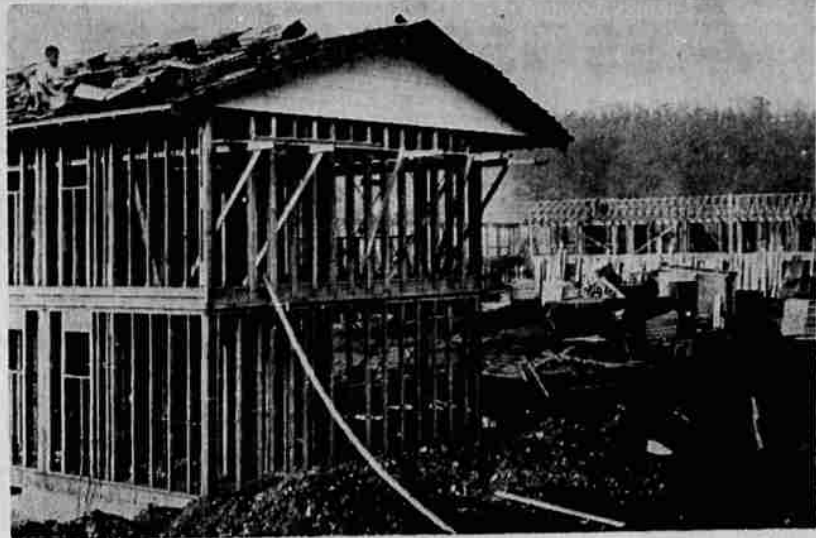




CONSTRUCTION of the above pictured 61-unit motel at the Garden Valley Shopping Center is going ahead rapidly, as shown above by the developer, Chuck Collins of Collins Construction Co., which is doing the work. Collins said he will own the motel but hire an operator. It is scheduled for early spring completion and will be another phase of the shopping center development adjacent to Interstate Highway 5 on Garden Valley Boulevard. (News-Review photo)

Business — — Scene

By Leroy B. Inman

Page 6 The News-Review — Sat., Dec. 28, 1963

Karl's Plans Reopening In Old Quarters

Karl's Shoe Store will continue in its temporary location in the Oerding Building at NE Main St. and SE Washington Ave. for another week or so, then will close for moving into its rebuilt former store location at 556 SE Jackson St. about Jan. 16, according to Manager Loyd Hastings.

The Singer Sewing Machine Center, which is now located in temporary quarters on SE Stephens St., also will re-open about the same time.

The fire-damaged building, which housed the two businesses, is owned by a subsidiary of Karl's. The interior was badly damaged during the fire last summer. The reconstruction is completed, all except for the laying of the tile flooring, painting, installing of fixtures, window arrangements and other finishing touches.

Hastings said his company plans a complete new store, with all new furnishings and fixtures, along with all-new merchandise. He said the grand re-opening will be on the same basis as the opening of a new store in a community.

Next week will be given over to finishing touches and the restocking of the store. New merchandise is now in storage in Roseburg.

Hebert To Open New Barber Shop Here January 2

Francis (Frenchy) Hebert, a local barber who has been working at the City Barber Shop the past two years, will open his new barber shop Jan. 2.

The shop will be located in the Drug Store Building of the Garden Valley Shopping Center. The drug store, a beauty parlor and a shoe repair shop also are scheduled for opening then.

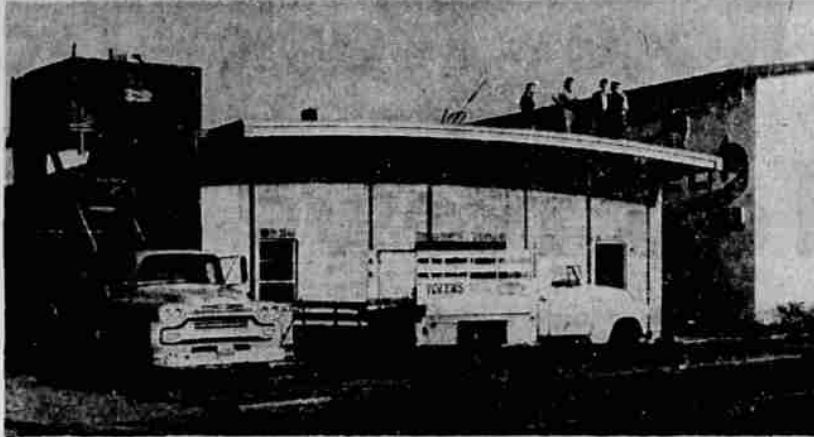
"Frenchy" a graduate of the Eugene Barber College, has worked in shops in Eugene, Drain and in Roseburg. A native of New Orleans, La., he has lived in the Roseburg area most of the past 18 years. With his wife and two sons, Greg and Steve, he lives at 2804 NE Douglas Ave.

Hebert announced he has employed Bob Linecum to work with him. The latter also has been working at the City Barber Shop for the past year. He also is a graduate of the Eugene Barber College and with his wife and son, Raymond, he resides at present in Myrtle Creek.

Cal-Pac Elevates Man To District Position

Promotion of Murray L. Neal to division superintendent for California-Pacific Utilities Co. has been announced by V. V. Lyman, division manager. Mr. Neal's responsibilities will encompass natural gas operations in all districts of CPU, Klamath Falls, Roseburg, Grants Pass, Medford, Ashland, Yreka and Dunsmuir. His principal duties involve gas distribution to industrial accounts along the transmission line.

Neal joined CPU in 1947 as an installation man in the tank gas department. He was made foreman of the Medford service department in 1956. During the past three years he has spent most of his time on the conversion work in preparation for natural gas in the five Southern Oregon districts. He served as inspector on the construction of the Grants Pass-Ashland transmission line.



PROGRESS ON CONSTRUCTION of the American Legion's new building is shown above. The structure is located on the same site as that where the old building was collapsed by the Roseburg blast of Aug. 7, 1959. It is on SE Oak Street east of the South Umpqua River bridge crossing and to the rear of the Holiday Motel. (News-Review photo)

Insurance Group Announces Stock Split, Dividend

The board of directors of the American Guaranty Life Insurance Co., which had its origin in Roseburg, has voted a 25 per cent stock dividend and a 2 for 1 split in stock, subject to approval of the stockholders at the annual meeting March 7, 1964, announces Dale L. Woodruff, president, a former Roseburg resident.

In a letter to stockholders, Woodruff explains that the stock

dividend and split, if approved, will be issued on or about March 20 to all owners of record on Feb. 21, 1964. Woodruff also points out that in lieu of issuance of fractional shares, a plan is proposed for stock-

holders to receive a check in the amount of the market value of any fractional interest. At the last annual meeting, in March of this year, the stockholders approved a 4 for 3 split. The company, which has its home offices in the American Guaranty Building at S. W. 6th and Clay in Portland, is now licensed to do business in ten states.

The company was organized in Roseburg with mostly local stockholders, but headquarters were moved to Portland and it has since branched out. Local persons who are directors include C. M. McDermott, Thomas C. Hartiel and Miles Feero.

USES COLORED SAND

CANTON, Conn. (UPI)—First Selectman Samuel A. Richardson defended the town's road crews Thursday after receiving complaints that the community's icy roads were not being properly sanded.

"Some people have trouble seeing the sand on the roads—we're using light colored sand this year," Richardson said.

Liquor Commission Orders Suspension

The Oregon Liquor Control Commission ordered a seven-day suspension against the Myrtle Hotel, owned by Roy and Effie Alsbaugh, at Fourth and Main Streets, Myrtle Creek. The suspension begins Jan. 1. A 15-day suspension has been ordered for Mary Lewandowski, employed by the Myrtle Hotel.

The Nutt Shell, operated by Harold and Hazel Nutt, 135 S. Main St., Myrtle Creek was issued a letter of warning for violation. An employee, Helen Hopkins, Myrtle Creek, was also issued a letter of warning.

MOST GIVEN GIFTS

LOS ANGELES (UPI)—The most duplicated Christmas gift this year: electric food mixers. The most duplicated toy gift: bow and arrow sets.

The least wanted Christmas present: silver candle snuffers. That's the essence of the post-Christmas communique from Gift Exchange, an organization which specializes in swapping unwanted gifts for 20 per cent of the gift's retail value.

Lumber Dispute Hearings Slated During January

M. F. McFarland, chief appeals referee for the Oregon Department of Employment, announced that the general hearing on last summer's lumber dispute involving the unemployment insurance claims of some 2,800 Oregon workers will resume in Salem (Labor and Industries Building) on Jan. 17. At that time International Woodworkers' Union witnesses will be heard.

A joint Oregon-Washington board recessed its hearings Dec.

6 to let rival attorneys try to agree on stipulations that could save time. The date of the Washington general hearing will be announced by appeals examiner Harold Seely.

In the meantime local hearings will get under way concerning the claims of workers for the plants which were involved in the strike. Hearings in Douglas County for affected plants include:

International Paper Company's Gardiner sawmill hear-

ings will be held at 10 a.m., Jan. 22 and woods worker hearings will begin at 10 a.m. on Jan. 23 and International Paper's Gardiner Plywood and agent's hearings will be held at 11 a.m. Jan. 23, all at the Reedsport City Hall.

U. S. Plywood's Roseburg mill hearings commence at 10:30 a.m. Jan. 29 at the State Employment Office in Roseburg.

1963 Approaches Housing Record

The home building industry has enjoyed its second busiest and most productive year in history. All signs point to another good year in 1964.

The new house count for 1963 is almost 1,590,000 units, a 10 per cent increase over 1962. The home building industry's best year was 1950, when 1,721,000 housing units were produced. These were private, non-farm units, as are the totals for 1963.

The situation in 1950 and in this last year is quite different. In the peak year of 1950, the industry was building to catch up to the housing demand which followed World War II, during which private house construction came to a virtual standstill and the worst housing shortage in American history ensued.

In 1963, a buyer's market prevailed. Prospective home buyers were not so interested in finding a place to live as they were in upgrading their living. They had a fine range of new homes from which to choose, with design geared to better living, greater comfort, more conveniences and beauty. The value of new housing placed on the market in 1963 reached about \$19.5 billion, compared to \$15 billion in 1962.

Duncan Offers Veterans Bill

WASHINGTON (UPI)—Rep. Robert Duncan, D-Ore., has introduced legislation to liberalize restrictions placed on veterans' pensions, he said today.

The Fourth District Congressman said his bill is aimed at helping veterans of World War I.

"The major objective of my bill is to introduce a measure that can be passed and will provide additional benefits for aged and needy veterans while there is still time for them to enjoy it," he said.

He indicated a similar bill, sponsored by the Veterans of World War I, is too controversial to expect passage, or to escape a presidential veto if enacted.

Duncan's bill, if passed, would declare any veteran over age 65 permanently and totally disabled and thus eligible for non-service connected pensions, subject to income limitations.

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NOW...and from now on...
you can buy a new Studebaker
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Today we can clear the air.

Back in October the rumor started—and spread like wildfire that Studebaker was going out of the auto business. Matter of fact, some of us even began to believe it.

But, in spite of this vicious threat of buying an "orphan," almost half of all those having the nerve to come in and test-drive the '64 Studebaker bought it. This is unheard-of—even in normal times—with people now shopping two, three and four makes before buying.

These people bought the '64 Studebaker because of very obvious qualities—superior qualities that almost anyone can see and feel in one single test-drive.

But, as Studebaker's President told the press just last week, "The one thing killing us was the rumor—and because of it, fewer and fewer people would even step into the car and drive it."

That rumor can now be squelched completely. Studebaker management has stated, positively—in the press, over television and radio—that Studebaker is staying in the automobile business.

This year... next year... and years to come!

As always, there will be complete continuity of parts and service for all Studebaker owners... present and future. And the kind of honest, ex-

perienced, personalized service for which Studebaker dealers have always been known.

The only real difference is that future production will be concentrated in Studebaker's own modern plant in Hamilton, Ontario—just 66 miles from Buffalo. This highly efficient plant has always made the same identical cars as all Studebaker owners have long enjoyed. It is geared perfectly for Studebaker's high quality production standards, and future volume.

WHAT DOES THIS MEAN TO YOU ...RIGHT NOW?

There's no hiding the fact that many, many people have been hesitating about Studebaker. And most of us now have a heavier-than-usual inventory of brand new '64 models that we must move rapidly. We must do this in order to get a proper balance between dealer and factory inventories—and as soon as possible.

If you happen to be one of those who have already considered Studebaker—but have been hesitating—come on in!

Or—if you've already shopped two or three other low-priced cars, shop Studebaker, too.

Right now, today, you can make the buy of a lifetime—and buy with all the confidence in the world! COME ON IN!



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