

Opening
Best Stated
Awards Planned
Best Promotion

Eugene Chamber of Commerce
Clear Straus and Jack
this week announced that
will be presented to
outstanding news-
radio advertising, win-
interior displays, used to
full Opening, Sept. 12.

TO HELP
committee also reported
Lane Ad Club has formed
14-member committee to
merchant in planning
A list of these per-
available at the Chamber
offices in the Eu-
gine.

wards will cover promo-
divisions: newspaper,
radio, and interior dis-
wards will include a
"cup" donated by the
Register-Guard for pro-
all four divisions. In
there will be first, sec-
third place prizes, plus
mention awards in
each.

will be by three out-of-
two local judges.
will be based on 50 per
effort, 25 per cent for
newspaper advertising,
per cent for window and
displays.

WINE WINNERS
staples cup will be
the winner of this and
all Spring Opening in-
Any three time win-
active permanent pos-
the cup.
may enter as many divi-
they wish, but must en-
in order to compete
staples cup. Entry
available at the Cham-
merce offices.

Growers
Maloney

Maloney, McMinnville,
and president of the North-
Oregon Growers Assn. at the
organizational meeting last
in Portland. He succeeds
Harlow of Eugene.
during the meeting as repre-
of the Eugene Fruit
Assn., a member of the
organization, were Har-
Bartholomew, Spring-
Arthur Quackenbush.

ation officers observed
progress on an in-
hour of the new nut pack-
shelling plant which is
for completion in time
the handling, packing
shipping of the fall filbert

pany Formed
of incorporation were
Wednesday in Salem for the
Company, Eugene, a fuel,
bus and truck business.
\$45,000 capital stock, the
was incorporated by Ray-
McGowan, Phillip Heidt
and Johnson.

BUSINESS OUTLOOK—By J. A. Livingston

President, Aides Tidying Up

WASHINGTON — From Presi-
man down, Washington is
tidying up, and wind-
up. The next few months—
September, October, and Novem-
ber, will be decisive in deter-
mining how much and how fast de-
population will roll after
the longer is in the White
House. These are working months,
the political campaign.

is out of session. So
officials are not con-
trolled to Capitol Hill to
legislation or ap-
proprate. What's more, over at the
Department of Defense
A. Lovett is really getting
to cases in unifying and
the procurement
of the three services.

EXIT, EXITS
will be gone—come the
President, so he says. Defense
Administrator Henry
L. Stimson is determined that he'll
lead the way to the New Year as
the citizen. John D. Small,
of the Munitions Board,
Army, Navy, and Air
production decisions—
determined to end his tour

all want to leave things
for their successors, who
change what they don't
follow through on what
like. The feeling is that
basic job—about 75
has been done. To be
Defense Department
complete plan for all-out
in case of war. The
of planes, tanks, ships,
the thousands of other
needed in case of M-Day,
believed as to quality
output. That work still
materials base—steel,
copper, and so on—
said. Just the other day,
authorized users of sulfur
60-day supply, as against
formerly. Sulfur not
months ago was a scarce

What's Doing?
BUSINESS—FARM

LOANS TOTALING 2,585,955
to finance residential, commercial
and farm real estate projects have
been made in Oregon during the
first 7 months of 1952 by the
Western home office of the Pruden-
tial Insurance Co., according to
Harry J. Volk, vice-president.

LANE COUNTY Druggists, Inc.,
last week filed articles of incor-
poration in Salem as a nonprofit
organization. Articles were signed
by Kenneth D. Hiron and others.

ALBERT C. JAGGER, Eugene
agent for the Security Life and
Accident Co. of Denver, has been
promoted to the position of dis-
trict manager, according to George
W. O'Shaughnessy, assistant vice
president. Jagger has represented
the insurance firm in Eugene since
October, 1951.

JOHN W. McCALL, 1846 Pearl
St., local managers for the Real
Silk Hosiery Mills of Indianapolis,
recently spent a week at the Edge-
water Beach Hotel in Chicago, Ill.,
as a guest of the company. He
won the trip by being a national
leader during a recent sales con-
test. He will serve on the com-
pany's national advisory council
for a one-year term as a result
of having won the award.

GEORGE B. SCHWIEGER JR.,
local Farmers Insurance Group
district agent, this week an-
nounced that his company has
purchased \$200,000 of a new \$650-
000 issue of Eugene general obli-
gation and revenue bonds. "The
purchasing of these bonds," he
said, "is in keeping with the com-
pany's policy of investing funds
in communities in which it does
business."

ARTICLES OF incorporation
were filed in Salem this week
for the Coast Fork Broadcasting Co.,
Cottage Grove, 100 shares no par
value. Signing the articles were
W. Gordon Allen, Robert B.
Bruce, Harold J. Davis and Philip
S. Holt. Also filed were articles
for the Rice Seed Company of
Eugene, 1,000 shares no par value.
Signing the articles were Jerome
B. and Ellen B. Rice and Charles
O. Porter.

New Gift Shop Open

LEABURG — A new business,
Moore's Gift Shop, has opened
here next to the post office. The
store features a line of cards and
gifts including many articles
hand-made by residents of the
McKenzie. Visitors are welcome
to browse around.

Gasoline Bids Due

JUNCTION CITY — Bids are
being received at the Junction
City School superintendent's of-
fice for the purchasing of gas for
the school buses for the coming
year. Bids will be opened Monday,
Sept. 8, at 8 p.m.

Bus Depot Named

JUNCTION CITY — The Bun-
galow Cafe will now serve as a
bus depot for both the Pacific
Greyhound and the Continental
Trailway service in Junction City,
according to Mrs. Myler, local
Greyhound agent.

Decline Predicted
In Lumber Prices

The lumber market continued
soft the past week with at least
one buyer predicting a further
weakening of prices over the
period ahead. The car shortage
continued to plague shippers.
"Demand is still present," the
buyer reported, "but prices are
on the way down. Next week's 3-
day holiday isn't going to help
any."

CAR SHORTAGE CONTINUES

Shippers in this area could see
little improvement in the Southern
Pacific freight car shortage over
the past 7 days. One buyer
termed conditions "spotty" with
some mills getting normal sup-
plies of cars and others "hurting
badly." Cars are apparently the
shortest in the coastal area.

Plans Listed on File
At Builders Exchange

The following plans (with dates
bids close) were on file Thursday
at the Eugene Builders Exchange,
260 E. 11th Ave.:
Mule Mt. Lookout house and
tower, Aug. 29; Salem General
Hospital, Sept. 4; River Road
School, Aug. 29; Lone High School
gym, Morrow County, Sept. 11;
4 school projects, Ashland, Aug.
28; Elkton High School gym, Sept.
4; Waterloo grade school, Sweet
Home, Aug. 28; Lookout Point
Reservoir powerhouse, Oct. 1;
Lane County courthouse annex,
Sept. 2.

Investment Highlights

American Telephone & Tele-
graph Co. has called two series
of debenture bonds for redem-
ption on Oct. 29, the 2 3/4's of 1957
and the 3 1/2's of 1959.

Rail earnings for the current
year continue to compare favor-
ably with 1951 results, with
Atchafalaya & Santa Fe re-
porting \$7.46 per share for the
first seven months, compared
with \$4.22 earned in the same
period a year earlier.

Directors of Harbor Plywood
have declared a dividend of 50
cents per share of common stock,
payable Oct. 1.

Shareholders of Common-
wealth Investment Co. on Sept.
12 will receive a dividend of six
cents per share, payable Sept.
30.

Earnings of Pabco Products
for the fiscal year ended June
30, 1952, amounted to \$1.00 per
share on the common stock,
compared with \$2.27 earned in
the previous year. Directors of
the company declared a dividend
of 15 cents a share on the com-
mon stock, payable Sept. 27 to
stockholders of record on Sept. 8.

Other common stock dividend
declarations this week include
60 cents a share on Commercial
Credit, \$1 on C.I.T. Financial,
25 cents on Admiral Corp., 25
cents on Warner Bros., 40 cents
on Homestake Mining, 50 cents
on Homestake Mining, and a
2 per cent stock dividend on
American Bosch.

One shipper brushed off a news
report carried earlier this week
in which Donald J. Russell, presi-
dent of Southern Pacific, said 700
freight cars entered Oregon from
California Sunday and the short-
age "should be ended by Tues-
day."

"That's no more than are nor-
mally needed," the shipper said,
"and not enough to make any dif-
ference toward our backlog of
orders."

However, he predicted the car
shortage would slacken in this
area in another 10 days.
Reports on current lumber
prices ranged from "about the
same as last week," to "slightly
lower and more declines due." One
buyer listed his price to mills for
green, random length, dimension
lumber at about \$69 a thousand.

LOG MARKET UNSETTLED

The Willamette Valley sawlog
market developed an unsettled
undertone during the past week,
but prices remained about steady.
Weakening influences on the
market were a big log supply,
shortage of rail cars and heavy
mill production. Mill operators
were pointing out the growing
weakness in the fir lumber market
and inclined to go slow on further
commitments on logs and stump-
age at recent prices.
Sawlog prices ranged from \$38
to \$47 a thousand for No. 2 second
growth and \$35 to \$38 for No. 3's,
and \$38 to \$42 for camp run (un-
graded) logs.

Market Center
Work to Start

Construction is scheduled to
start next week for a new Spring-
field shopping center, according to
E. H. Peterson of Peterson's Mort-
gage Co., Eugene.

Location will be at K St. and
Market Road. The first section of
the proposed development will
cost in excess of \$100,000 and will
include a super market, variety
store, drug store, beauty, barber,
and shoe repair shops.

Further expansion is con-
templated in the future to provide ul-
timate rental space for some 20 to
22 different businesses, according
to Peterson.

The structure will contain 12,000
square feet of floor space. Parking
will be provided for up to 1,000
cars.
E. H. Brown, 1953 Garden St. is
architect for the project. Peterson
said building contractors will be
hired through him.

Forest Products Lab
Lists Research Projects

CORVALLIS (AP)—The Oregon
Forest Products Laboratory has
had 50 major research projects
under study, its 1951 annual re-
port says.

The state-owned laboratory has
been working with these projects,
among others: use of Douglas fir
bark; durability of various species
of wood; gas turbine operation for
consumption of sawdust and pro-
duction of power.

The laboratory is financed prin-
cipally by a tax of 5 cents on
every 1,000 board feet of timber
cut.

Valley Sawlog Market

CORVALLIS (AP)—The weekly
farm forest products market re-
port said the Willamette Valley
sawlog market developed an un-
settled undertone last week, but
prices remained about steady.
A big log supply, shortage of
freight cars and heavy mill pro-
duction were factors that weak-
ened the market, the report from
Oregon State College said.

Two States Planning
Patrol of Columbia

ASTORIA (AP)—Plans were dis-
cussed here this week for a patrol
of the lower Columbia River to
prevent illegal fishing during the
closed period for commercial fish-
ing from Aug. 26 to Sept. 10, when
the fall season begins.

Law enforcement agencies from
Oregon and Washington attended
the meeting. Strict patrolling will
be maintained during the closed
period.

Register-Guard, Eugene, Ore.,
Thurs., Aug. 28, 1952 Page 33

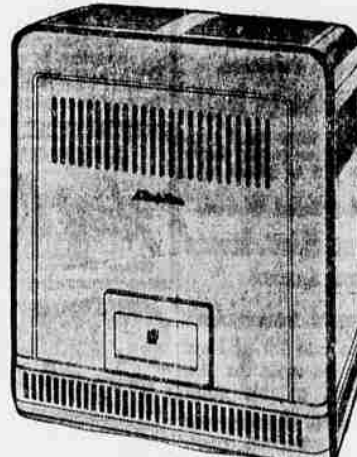
Lane Woman Wins
Westinghouse Prize

Mrs. Wally White, 304 Wash-
ington, Cottage Grove, this week
received a \$100 check from the
Westinghouse Lamp Division, one
of the fourth place awards.
Walter H. Thompson, Pacific
Coast lamp manager for Westing-
house, listed Mrs. White among
those who did the best job.

ANNOUNCEMENT!
To Better Serve the Home Builder and help
the "Do-It-Yourself Builder," our
BUILDING SUPPLY STORE WILL REMAIN OPEN
TILL 1 p.m. Sat., August 30th
LONG-BELL LUMBER CO.
"We Give S&H Green Stamps"
1768 West 6th Eugene

24 Hrs. On One Gal. Fuel Oil
10-Yr. Guarantee on
PERFECTION HOME HEATER
MIDGET BURNER

SEE THEM DEMONSTRATED

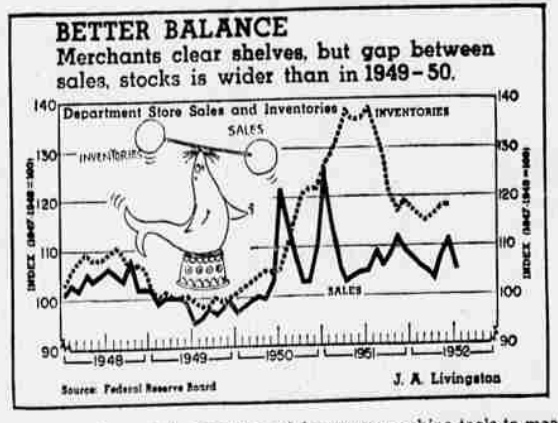


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LOOKING TO FUTURE

Further, NPA is trying to figure
out plans to maintain and im-
prove existing facilities, when the
defense effort rolls down from its
peak. The art of war production
—production engineering— isn't
static. New weapons and new de-
signs are constants.

Tools and know-how must be
up to date. That's easy when com-
panies are still producing. The
problem arises after they have
filled their schedules, after their
lines are down. What then? How
do you provide incentive—pay
—for them to keep up with the
art?

The men in the defense setup
are thinking beyond their jobs
now. They're thinking of what
they'd be likely to think if they
were to be their own successors.
They are worrying, not about al-
l-out mobilization, but about all-
out mobilization. The military
services are not screaming now
for equipment, though low on
105mm and 155mm ammunition
because of the recent steel strike.
However, in case Russia were to
strike, capacity, which now seems
ample, would be short.

Take a single instance—turbines
for ships. General Electric, West-
inghouse, and Allis-Chalmers
have plants enough for present
needs. But in case of war, there
wouldn't be enough massive, spe-

cial-purpose machine tools to meet
military needs. Those machine
tools take 18-24 months to build
from scratch; the turbines another
18-24 months—enough time in
which to lose a war. What to do?
Build the tools in advance—just
in case?

LESS INFLATION IN BUDGET

The steel strike has slimmied
the budget. President Truman now
figures we'll spend 79 billions in
the fiscal year ending June 30,
1953, instead of 85. Receipts will
drop about two billions to a bit
less than 69. The deficit will
therefore shrink four billions to
10.

Those figures are apt to be
optimistic on the spending side of
the ledger. The defense program
was moving slowly before the
steel strike. And now production
will be stretched still further into
the future. The peak may be
lower too, unless Russia becomes
more menacing. The tendency in
the administration is to finish off
—button up—plans and tasks on
hand, not to undertake aggressive
expansions which the new crowd
might undo.

Washington still talks worried-
ly about the effects of rising steel
prices on prices generally. But
consumers show no great concern.
Sales at department stores are
still about the same as a year ago,
and inventories are relatively high
by 1949-50 standards (see chart).
Inflation is still under wraps. Or
maybe it would be more appro-
priate to say consumers are.

Way ahead in design! Way down in Price!



The Aero-Lark
THE NEW SUPER-VALUE BY
Willys

No other car at its price offers you all the modern features you get in the Aero-Lark—
Beauty of design... streamlined from its plane-wing hood to rear air fins for lower air resistance.
Spacious inside... 61-inch-wide seating, front and rear.
Unmatched visibility... driver sees all 4 fenders.
Aero-frame construction... body and frame welded into one strong, rigid unit.
Convenience features... gas cap near center at rear... warning lights for oil and generator... easy to park.
Come in and drive the Aero-Lark—feel the power of its Lightning 6 Engine—test its smooth, "airborne" ride on any road.

Low Down Payment As Low As \$600⁰⁰
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