

# Business Beat Lodging Service Drops Time Limit

Eugene area residents and in-transit tourists may make advance telephone reservations in Seattle for any time during the summer by using the Expo-Lodging service at the Eugene Chamber of Commerce office.

Previously, the direct-line telephone service was limited to making housing reservations no more than five days in advance, according to Fred Brenne, chamber manager.

Persons using the service must go to the chamber office. A \$1 charge is made to area residents. The service is free to tourists.

**ACCOUNTANTS NAME OFFICERS**—Barry E. Lause, office manager of Lane Plywood, Inc. of Eugene, has been elected 1962-63 chairman of the Eugene Group of the National Assn. of Accountants. He succeeds Walter L. McKenzie of Eugene.

Other officers elected recently — to assume office July 1 — are Fayette Thompson, vice chairman; Janice Poor, secretary, and William W. Klope, treasurer.

Committee chairmen named are Gordon A. Schneider, membership and promotion; William Harold Ayres, meetings and attendance; and Deane F. Thomas, program and education.

The association will not hold another general membership meeting until Sept. 25.

**TEN YEARS**—Katharine R. Ross, an assistant in the Eugene office of J. Henry Helsler & Co., has been presented with a ten-year service plaque by Eugene branch manager Kenneth J. Poul.

**CONTRACTORS SLATE STAG DINNER** — The Eugene Contractors Assn. will install officers at its annual stag dinner, scheduled at the Eugene Hotel Thursday at 6:30 p.m. standard, 7:30 p.m. daylight, preceded by a social hour.

Francis W. Kelley Jr., a partner in Waldo S. Hardie & Son, contractors of Eugene, will be installed as president, succeeding J. M. Steinmuller Jr. of Eugene.

Other newly elected officers are George W. Millett Jr., vice president, and Bob Smith, secretary-treasurer. Calvin Schmidt is newly elected to the board of directors.

Thursday night's dinner is open to all persons interested in the construction business, according to Jack Ward, program chairman.

**EXTINGUISHER FIRMS MERGED**—Two fire extinguisher firms — Fyr-Fyter Sales & Service and the National Fire Extinguisher Co., both of Eugene — have been merged into one company, the National Fire Fighter Corp.

New co-owners are John Swezey, former owner of National Extinguisher, and Harold Olson, formerly of Fyr-Fyter. The new firm is situated at 508 1/2 Hwy. 99N, in offices formerly housing just National Fire Extinguisher.

National Fire Fighter Corp. offers wholesale and retail sales and service to areas with a 50 to 75-mile radius of Eugene.

**CAR LOT OPENS**—Hannum Motors, a used car lot specializing in late-model cars, has opened in Eugene at the southwest corner of 11th Avenue and Oak Street.

Owner Roger D. Hannum was employed for the past year with Barker Motors of Eugene and for two years before that with Dunham Motors here. He was formerly in the used car business in Grants Pass, where his father, Carl Hannum is a new-car dealer.

Hannum said the lot employs two persons and initially is open from 7:30 a.m. to 7 p.m. standard, 8:30 a.m. to 8 p.m. daylight daily except Sundays. Hannum, his wife, Sally, and their three children reside at 195 W. 31st Ave., Eugene.

# U.S. National To Establish New Branch

The U. S. National Bank of Portland will establish a new branch office in Eugene at the Northwest corner of W. Seventh Avenue and Pierce Street within the next 12 months.

The announcement was made Wednesday by bank president E. J. Kolar of Portland, who said permission to establish the new branch has been granted from the U. S. Office of the Currency.

The branch will be U. S. National's fourth Eugene branch. Present offices include a main branch at 811 Willamette St., and branches at 1000 River Road and at 17th Avenue and Oak Street. There are also branches in Springfield, Cottage Grove and Junction City.

Construction of the new branch will begin as soon as final plans are drawn, said Kolar. No architect has yet been selected and it has not been decided when bids will be called.

The new Eugene branch is one of seven new branches throughout the state in the planning or construction stages, Kolar said. The bank now operates 82 offices in Oregon.

# At Annual Session DFPA Told 'Focus on User'

By DAN SELLARD  
Of the Register-Guard

GEARHART (Special)—Members of the Douglas Fir Plywood Assn. heard strong words about the future as they met here for an annual session Tuesday and Wednesday.

One principal speaker, Herman Richheimer, who is the hero of a rags-to-riches story in the home improvement business, told the 360 in attendance that they must always consider the consumer in their sales efforts.

"And don't forget the little lumber dealer in the little town," he said. "Tell him—show him—how to sell your ideas,

and he'll increase your sales." Richheimer, who started with \$500 capital in Levittown, Long Island, seven years ago and today is one of the nation's top remodelers, praised the idea of the DFPA going into the mortgage business so that more low-cost housing units can be built.

The DFPA's executive vice president, W. E. Difford, made his "swan song" here Tuesday but it was an unusual one.

Difford is retiring in September, but rather than look back for examples of success, he called attention to the problems of the future.

He, like Richheimer, warned the manufacturers never to forget that "the customer is really the consumer, not the dealer or the jobber who represents carloads."

"You forget the consumer is the customer and you're a dead duck. If he's unhappy, you've had it."

Paul Ehinger, resident manager for the Edward Hines Lumber Co. at Westfir, was elected to the board of trustees Tuesday, joining Ehrman Giustina, vice president and operations manager of Giustina Veneer Co., Eugene, who is a holdover member.

For the fourth year in a row, the veneer division of Hult Lumber and Plywood Co., Junction City, received a top safety award. The crew there worked an entire year (in fact, the past four years) without a lost-time accident and carried away the trophy for plants with less than 100,000 man-hours a year.

The meeting concludes Wednesday with technical reports.

# Key Stocks Hit Hard; Ticker Lags

By DAN SELLARD  
Of the Register-Guard

NEW YORK (AP)—The stock market closed sharply lower Wednesday in heavy trading. As key stocks sank to new lows for the day it seemed like a repeat performance of the May 28 sell-off.

The list recovered smartly from a severe selling wave in the morning and rebounded to show a net gain at noon. In a second drive of selling, the market was harder hit. Many issues were driven down to their worst of the day.

The ticker tape lagged for the third time as selling snowballed near the end.

Volume for the day was estimated at 5.5 million shares compared with 4.69 million Tuesday.

Whether the market could resist a selling drive which might drive it to new lows for the year was the big question before the session began and it was answered in a turbulent morning.

Prices broke to just above the lows reached in the "Black Monday" session of May 28, then rebounded, showing a slight over-all advance by lunch time.

The ticker tape ran 15 minutes late as the market sank and recovered.

Losses of more than a point were shown again by AT&T and DuPont. Earlier they had recouped declines and moved higher. Texaco, Ford, Chrysler, U.S. Steel and Union Carbide were among fractional losers. Celotex was off more than 2, along with Xerox. IBM was about 2 points lower.

# Training Programs KUALA LUMPUR, Malaysia (AP)

—Malayan businessmen are planning training programs to produce management personnel needed in the country's fast-developing economy, the Malaysian Times reports.

### MOSAIC TILE

Exciting new hobby  
See big selection at . . .  
**McDaniel Lumber Co.**  
140 River Rd. DI 5-3383

### ROAD OIL DUST SETTLING

County Participation  
In Eugene, Call . . .  
**Automatic Heat Co. PA 6-7654**  
In Cottage Grove, Call . . .  
**Cottage Grove Heating Sv. WH 2-5051**

# Merchants Invited To Talk on Malls

Eugene's downtown merchants are being invited to attend a Thursday meeting of the Eugene Real Estate Board to hear a program on "The Dynamics of Downtown Malls."

Eugene Realtor E. H. Peterson, who is also a member of the Lane County Planning Commission, and Lane Planning Consultant Howard Buford are expected to report and show color slides on the operation of shopping malls in such places as Kalama, Mich.

The no-host luncheon meeting will be held at 11 a.m. standard, noon daylight at the Osburn Hotel.

# Newspaper Press Damaged by Water

PORTLAND (AP)—A block-long rotary press at the Oregonian suffered water damage Tuesday when an automatic sprinkler system was activated.

The sprinkler went on after fire apparently started in a stack of waste paper.

Cause of the fire is being investigated.

# Eugene Markets

OREGON EGG PRODUCERS

Jumbo A	44c
Extra Large AA	40c
Extra Large A	39c
Large AA	37c
Large A	35c
Medium AA	34c
Medium A	32c
Small AA	31c
Small A	30c

# Register-Guard Want Ads Bring Fast Results

RESIDENTIAL HOME FINANCING

If you are building or buying a home — see us for money.

Conventional or FHA Home Financing to suit your needs.

Commerce Investment INC.  
255 East 18th St. 5-2381

# Portland Markets

PORTLAND (AP)—Butterfat—tentative, subject to immediate change—Premium quality delivered in Portland, 64 cents lb; first quality 61; second quality 56.

Butter—Prints per lb. to retailers Grade AA, 93 cents; A grade, 92 cents; 66; B grade, 86 cents; C grade, 82 cents; 66; AA large, 65 cents; A large, 55-57; AA medium, 59-56; AA small, 54-59; Cans 2-3 cents additional.

Eggs—To retailers—Grade AA, extra large, 39-42; AA large, 38-40; A large, 35-37; AA medium, 39-36; AA small, 34-39; Cans 2-3 cents additional.

Eggs—To producers, at farm—AA, extra large, 29-32; AA large, 27-30; A large, 25-27; AA medium, 20-22; AA small, 15-18; 1/2.

Live poultry—Quoted to growers f.o.b. ranch—No. 1 quality fryers, 24-4 lbs., 16-19; light hens 3; heavy, hens 8-11.

Rabbits—Average to growers—Live whites, 3 1/2-4 1/2 lbs., 24-25, some down to 30; colored, 20-22; less; fresh killed fryers to retailers, 38-62, few to 55; cut up, 40-45.

Wholesale Dressed Meats — Hind quarters, 52.00-54.00; rounds 31.00-32.00; full loins, trimmed, 73.00-77.00; forequarters, 34.00-36.00; chuck, 27.00-30.00; ribs, 32.00-37.00.

Lamb—Choice-prime spring, all weights 42.50-45.00.

Veal—Choice, 90-150 lbs., 51.00-53.00; good, 48.00-52.00; standard, 45.00-48.00.

Produce  
Onions—Calif., large, white, 3.50-3.75; Ore., yellow med., 2.00.

Potatoes—Ore., local Russets, No. 1A, 100 lbs., 3.50-4.00; Deschutes Russets, No. 1A, 100-4.50; bakers, 4.75-5.25; New Calif. Long Whites, No. 1A, 3.50-4.00.

Portland Livestock  
PORTLAND (AP)—USDA Cattle 230; Canadian steers 28 head 1832 lb. 26.75; six out 1,192 lb. at 26; good-choice 800 lb. heifers 25.75; utility cows (12-50-17-30) canner-cutters 11-14.50.

Onions—Calif., large, white, 3.50-3.75; Ore., yellow med., 2.00.  
Potatoes—Ore., local Russets, No. 1A, 100 lbs., 3.50-4.00; Deschutes Russets, No. 1A, 100-4.50; bakers, 4.75-5.25; New Calif. Long Whites, No. 1A, 3.50-4.00.

# Financial Reports

NEW YORK STOCK EXCHANGE  
Selected List  
Reported by  
Harris, Upham & Co.  
Date: June 13, 1962

All Aludium 7 1/2	Cont Can 39 1/2	Kerr McGee 27 1/2	Safeway 42 1/2
Al Chemical 20 1/2	Cont Oil 30 1/2	Litton 27 1/2	St. Regis 27 1/2
Al Chalmers 16	Crown Zel 42	Lockheed 40 1/2	Sand Imp 9 1/2
Alcoa 52 1/2	Crown Zel 42	Lorillard 42 1/2	Schenley 19
Allied Stores 56 1/2	Cur Wright 15 1/2	Mack 32 1/2	Sears 68 1/2
Am Chem 48	Disney 29	Magnavox 30	Shell T&T 16 1/2
Am Dynam 40	Dow 45 1/2	Martin 19 1/2	Socony 48 1/2
Am E I Pwr 59	DuPont 179 1/2	McDermott 20	South Co 45 1/2
Am M F 22	Easton Air 18 1/2	MGM 30 1/2	So Pacific 23 1/2
Am M Clm 29 1/2	Eastman 9 1/2	Min Mfg 48 1/2	Stamco 34 1/2
Am Motors 13 1/2	El Paso 20 1/2	No Am Avia 33 1/2	Texon Gas 20 1/2
Am Nat Gas 39 1/2	First 29 1/2	Nor Pacific 34 1/2	Texas 39 1/2
Am T & T 102 1/2	First Chart 29 1/2	Natl Lead 72 1/2	Texas Gulf 13 1/2
Am Tob 30 1/2	Ford 80 1/2	NV Central 11 1/2	Swift 37
Am Viscose 48	Friedhauf 49 1/2	Outboard 27 1/2	Union Gas 20 1/2
Amex 10 1/2	Gen Elec 21 1/2	Owens Ill 27 1/2	Union Carbide 91
Anacosta 41 1/2	Gen Dync 21 1/2	Pacific Gas 29 1/2	Union Carbide 91
Armco 50 1/2	Gen Food 69 1/2	Pac Amer 17 1/2	Union Carbide 91
Armstrong 38 1/2	Gen Ind 21 1/2	Phillips 43 1/2	United Air 42 1/2
Atchafon 23 1/2	Gen Tel 20	Polaroid 87 1/2	United Air 42 1/2
Avco 17 1/2	Gen Tire 20 1/2	Proc & Gam 64	United Fruit 20 1/2
Avco & Ohio 23 1/2	Gia Pac 20 1/2	Pure Oil 30 1/2	US Borax 25 1/2
Beckman 64	Gillette 24 1/2	Radco 31 1/2	US Plywood 42 1/2
Bendix 30 1/2	Goodyear 31 1/2	Rayonier 28 1/2	US Rubber 48 1/2
Beth Steel 34 1/2	Grace 28 1/2	Raytheon 28 1/2	US Steel 48 1/2
Borg Warner 20 1/2	Greynolds 23 1/2	Reichold 12	UN Maich 14 1/2
Burlington 20 1/2	Home 23 1/2	Rep Steel 42	Upjohn 36 1/2
Burroughs 34 1/2	How Sound 10 1/2	Richardson 22 1/2	Varian 2 1/2
Campbell 80 1/2	Intl Celm 17 1/2	Fidelity Cap 25	West Union 36 1/2
Caterpillar 33 1/2	Intl Paper 21 1/2	Raymond 25	Westinghouse 27 1/2
Celanese 31 1/2	Intl Harv 47 1/2	Raytheon 28 1/2	Woolworth 65
Cerro De P 21 1/2	Intl Nickel 60 1/2	Reichold 12	Xerox 101
Ches & Ohio 49	Intl Paper 21 1/2	Rep Steel 42	Zenith 48 1/2
Chrysler 40 1/2	Intl Tel & Tel 27 1/2	Richardson 22 1/2	
Cities Svc 30	Johns Manv 43 1/2	Richds-Mrt 69 1/2	
Colo Fuel 9 1/2	Kennecott 70 1/2	Kaiser Alum 26 1/2	
Colum Gas 24 1/2	Kennecott 70 1/2	Ray Dutch 35	

The following bid and asked quotations from the National Assn. of Securities Dealers do not represent actual transactions. They are a guide to the range within which these securities could have been bought or sold at the time of compilation.

June 13, 1962

Albermarle 11 1/2	Ask 12 1/2
Ardent Farm, Cam 14 1/2	Ask 15 1/2
Bank of America 47 1/2	Ask 50 1/2
Bank "C" Stores 3 1/2	Ask 4 1/2
Bank of Montreal 11 1/2	Ask 12 1/2
Cas Nat Gas 12 1/2	Ask 13 1/2
Consol Fibers 10	Ask 11 1/2
Equitable S & L 25	Ask 26 1/2
First Natl 54	Ask 55 1/2
Fred Meyer 10 1/2	Ask 11 1/2
Hyster, Com 23 1/2	Ask 24 1/2
Janzen, Com 25 1/2	Ask 26 1/2
Kaiser Steel 10 1/2	Ask 11 1/2
Koching 18 1/2	Ask 19 1/2
Morrison-Knud 28 1/2	Ask 29 1/2
N.W. Nat Gas 26 1/2	Ask 27 1/2
Oregon Met 15 1/2	Ask 16 1/2
Ore-Ida Food 61 1/2	Ask 62 1/2
Ore Pulp Cem 17 1/2	Ask 18 1/2
Pac Int'l Exp 11 1/2	Ask 12 1/2
PP & L Celc 23 1/2	Ask 24 1/2
Poppe & Talbot 20	Ask 21 1/2
Port Gen Elec 21 1/2	Ask 22 1/2
Port Trans Com 9	Ask 10 1/2
Seattle First Natl 33 1/2	Ask 34 1/2
Thrifty Drug 38 1/2	Ask 39 1/2
Tolliver 5 1/2	Ask 6 1/2
United Pacific 29 1/2	Ask 30 1/2
U.S. Natl Bank 66 1/2	Ask 67 1/2
Wash. Broc 21 1/2	Ask 22 1/2
Wash. Natl Gas 29 1/2	Ask 30 1/2
West Coast Tel 17 1/2	Ask 18 1/2
West Nat Gas 12 1/2	Ask 13 1/2
Weyerhaeuser 28	Ask 29 1/2

# MUTUAL FUNDS

Last available figures as reported by Ziika, Smither & Co., Eugene Office

Abercrombie 1.54	ASK 2.01
Afr. Fund 4.98	ASK 7.55
Boston Fund 8.55	ASK 9.34
Bullcock 11.53	ASK 12.67
Canadian Fund 11.90	ASK 12.17
Century Shs. 11.14	ASK 12.17
Chemical Fund 9.11	ASK 9.90
Colonial Fund 10.28	ASK 11.23
Colonial Fund 9.99	ASK 10.92
Com. Inv. Co. 8.94	ASK 9.77
Diver Growth 7.26	ASK 7.96
Dividend Shs 2.90	ASK 3.18
Dreyfus Fund 13.90	ASK 15.11
Fidelity 4.50	ASK 5.20
Fin. Indust 3.74	ASK 4.10
Fund Inv 8.28	ASK 9.07
Group Secs C.G. 4.56	ASK 5.01
Inc. of Boston 2.23	ASK 2.90
Incorp Inv 6.21	ASK 6.79
Keystone S.S 11.81	ASK 13.09
Mass Inv Growth 4.80	ASK 5.21
Mass Inv Trust 11.23	ASK 12.42
Natl Inv 12.34	ASK 13.34
Natl Stock 7.15	ASK 7.81
One Wm. St 11.99	ASK 12.12
Pioneer 4.30	ASK 4.78
Putnam 15.82	ASK 16.80
Putnam Growth 7.50	ASK 8.15
Telex & Elec 4.34	ASK 4.75
Value Line 12.15	ASK 13.28
Value Line Inc 4.84	ASK 5.29
Wellington 15.27	ASK 16.47
Wellington Eq. 12.54	ASK 13.97

# Commerce Investment INC.

255 East 18th St. 5-2381

# Blinkhorn says:

Deciding on a Builder? Check your builder thoroughly with the builders associations, lumbermen's companies, and other organizations.

May we help with your real estate problems?  
**BLINKHORN**  
Mortgage & Realty Service  
1663 Willamette DI 5-6308

# it takes to have a nest egg

FOR 72 YEARS A SAFE, SOUND PLACE TO SAVE

# Equitable SAVINGS

14 Offices in Oregon and Washington  
41 Tenth Ave. West, Eugene  
DI 5-2821

# MONTGOMERY WARD

Tru-Cold refrigeration fits everywhere

NO MONEY DOWN WHEN YOU BUY ON CREDIT AT WARDS

FITS RIGHT INTO YOUR KITCHEN AND RIGHT INTO YOUR BUDGET

15 CU. FT. TRU-COLD FREEZER FAVORITES

**\$148** YOUR CHOICE

199.95 without trade

CHEST MODEL has 2 removable baskets, movable divider, stores 525 lbs. of food at certified 0°. Perfect for large meat cuts. Has interior light.

UPRIGHT MODEL has top-to-bottom door storage, easy-to-reach refrigerated shelves, drop-front basket. Stores 525 lbs., yet saves floor space.

5-YEAR FOOD PROTECTION PLAN  
Wards guarantees every Tru-Cold freezer against food spoilage due to mechanical failure for a period of 5 years up to \$200.

TRU-COLD

it's all refrigerator!

ALL-NEW 13.1 CU. FT. TRU-COLD

Ideal for those who don't separate freezer. Cycle Cold stops refrigerator from extra-cold area for ice cream, ice cubes. Twin crispers, porcelain meat keeper.

**\$218**

\$279.95 without trade

TRU-COLD

stores up to 735 lbs.

21 CU. FT. SUPERMARKET FREEZER

Ideally for a large quantity and variety of food at arctic 0°. Fast-freeze section, 5 refrigerated shelves, glide-out basket, interior light. Door holds 90 pkgs.

**\$228**

\$299.95 without trade

TRU-COLD

11.6' budget special

DELUXE FEATURES—ECONOMY PRICE

Big 63-lb. freezer with special "chiller" section. Full door storage with egg racks, butter-chese keeper. Full-width porcelain crispers. 90" door opening.

**\$148**

\$199.95 without trade

TRU-COLD

17 cu. ft. Suburban

KEEPS 595 LBS. AT CERTIFIED ZERO°

Spacious, orderly frozen food storage! Special fast-freezing section, 5 refrigerated shelves, drop-front basket, door storage for 90 packages, interior light.

**\$188**

\$269.95 without trade

TRU-COLD

ALL INCLUDES YOUR OPERATING ELECTRIC FREEZER OR REFRIGERATOR, NOT MORE THAN 10 YEARS OLD