

Work And Play Both Have Place For Those Seeking Homes Here

Eugene is City of Beautiful Homes With
Recreational Advantages Richly
Distributed in Lane County

Eugene—the friendly city, where work and play go hand in hand. Homeseekers, from the earliest pioneers who lowered their house-
hold goods in wagons down the cliffs of the McKenzie pass, to modern
young parents seeking a place to raise their children, are impressed
by the beauty of the upper Willamette valley.

It is a city of beautiful homes, and around Eugene are a wealth
of recreational centers—wooded hills and mountains, trout-filled lakes
and streams, valleys abounding in wild life, green-bordered roads for
the Sunday motorist, golf links and a hundred and one places to
play and breathe the western Oregon air, fresh-washed from the
Pacific.

Approaching Eugene on highways
studded with thriving farms, the new-
comer sees a city in which the streets
are shaded by walnut, maple and oak,
and in which the streets themselves
are spotlessly clean. Well kept lawns
bordered with a dozen different flow-
ers, houses nicely painted and yards
immaculate, all testify to the type of
resident of which the population is
made up.

Many Schools, Churches
Schools, business places, churches,
all contribute to the general air of
well-ordered friendliness. It is a city
of substantial people, all working to-
wards the common prosperity and
welfare, and all gifted with the
ability to mix hours of play with their
hours of labor.

The population of Eugene and the
surrounding territory is of the high-
est native American type. An un-
usually high percentage of home and
farm ownership contributes evidence
to the general character and stability
of the residents of this territory.

There are no tenement districts or
squalid living conditions in the city.
Eugene and Lane county are for-
tunate in regard to climate. The
range of maximum temperature is
from 46.1 degrees in December to
82.1 degrees in July. The average min-
imum temperature is 33.1 in Decem-
ber and 61.2 in August.

The University of Oregon, one of
the country's great educational institu-
tions, offers rare opportunities for
education and cultural development.
The city has two senior high
schools, two junior high schools, and
seven grade schools. The high and
junior high buildings are particularly
modern and up to date, while the
grade schools are modern fire-
proof buildings. In addition, there is
St. Mary's Catholic school, Eugene
business college and the Eugene Bible
university, a school sponsored by the
Christian church.

Outside of the city and its beautiful
hills, there are the farms and their
well-kept orchards, grain fields, vege-
table gardens, poultry buildings and
dairy farms.

It is a home city where one must
travel miles to see green grass
and tall trees. Work and play go hand
and hand here, and homeseekers are
coming to know this fact more than
ever.

Outlets Numerous
By the door of the city flows the
magnificent Willamette river one of
the greatest of mountain rivers. A
few miles below the city the great
McKenzie, famous trout fishing
stream joins the Willamette. Peo-
ple travel thousands of miles to spend
their summers on the McKenzie.
Eighty miles from Eugene, the sum-
mit of the Cascade range is situated
with scores of beautiful clear water
lakes. Mountain climbing in a favor-
able summer diversion. In the winter,
the mountains offer snow sports while
the valley is still blooming with flow-
ers. Just across the Cascades the
Sierra mesa and great pine forest
of Central Oregon offer new thrills.

Two hours' journey to the west
brings the Eugeneans to the Pacific
ocean. An unusual feature of the
Lane county coast is the remarkable
chain of fresh water lakes which come
down to the great sand dunes along
the breakers' edge. In May and June
the great spruce and hemlock forests
of the coast region are brilliant with
rhododendrons which grow in verti-
cal thickets often attaining a height
of 20 feet. One may fish for trout
in the Coast lakes and within ten min-
utes cast his line into the ocean for
salt water catch.

People make a good living in Lane
county, but what is more important
they live well. The opportunities
which only the richest can afford else-
where are everywhere in Lane county.

Lane County Has Big Prune Crop

Many thousands of acres of west-
ern Oregon are planted to prunes, and
Lane county is one of the leading
prune growing districts.
The trees are planted 20 to 22 feet
apart and are grown both in the
upper bottom lands, on the rolling
prairie lands and in the deep red shot
hill lands. They do well on any well
drained, productive soil.

UNUSUALLY ACTIVE YEAR EXPERIENCED BY COUNTY AGENT

Farmers of Lane county in general
are noting with a great deal of satis-
faction that the fund to retain the of-
fice of county agricultural agent in
Lane county is practically assured and
that O. E. Fletcher, who has had
charge of the work here, will be on
the job for at least another year.

The farmers of Lane county bring
their problems of all kinds to Mr.
Fletcher's office and as the value of
this service to the agricultural indus-
try of Lane county is realized more
each year the work increases corre-
spondingly.

Nineteen thirty-two was an excep-
tionally active year for the county
agent. His annual report for the year
recently submitted, shows that he re-
ceived 8395 personal office calls, or
nearly ten each day of the entire year,
received 150 telephone calls in re-
gard to farm problems, wrote 2493 in-
dividual letters to those interested in
farm problems, mailed 15,205 copies
of 68 circular letters, made 371 per-
sonal visits to farms or more than
one for every day in the year, devoted
134 days to field work and 128 days
to work in the office. The report
shows that he traveled 13,810 miles
by automobile and 115 miles by stage
and train in performing his official
duties.

Oregon Agricultural college spe-
cialists co-operated a total of 85 days
with the Lane county agent and 25
demonstration meetings were held.
The county agent or cooperating spe-
cialists spoke at 122 meetings with a
total attendance of 4774.

The number of days devoted by the
county agent to various projects was
as follows: Farm crops 53; horticul-
ture, including truck crops, 46; pol-
try, 20; dairying, 27; soil improve-
ment, including irrigation and drain-
age, 28; rodent control, 24; miscel-
laneous, 23; community activities, 22;
organization, 24; weed control, 16;
general livestock, 11; marketing, 5,
and agricultural statistics, 2.

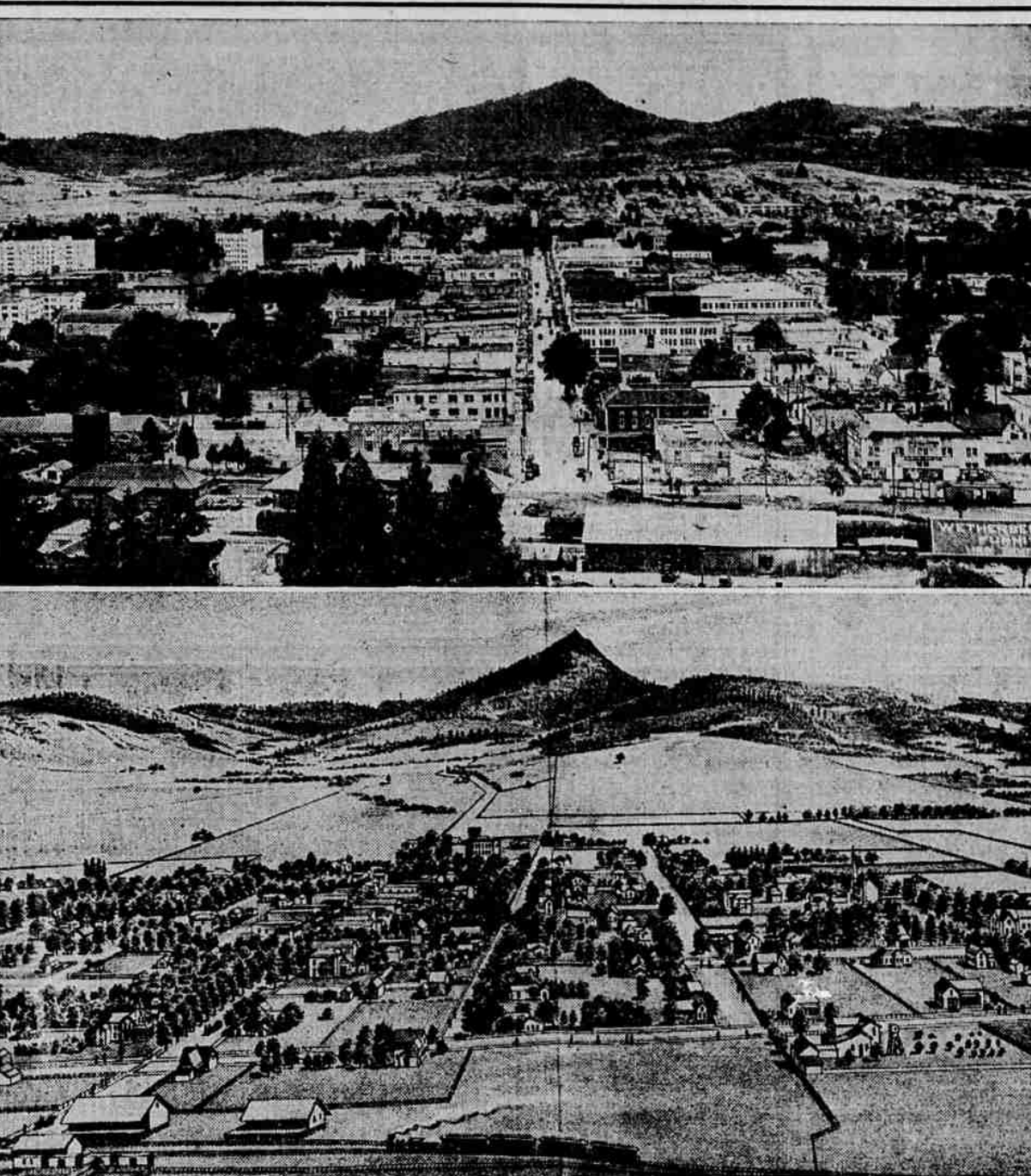
Some of the outstanding activities
of the office of the county agent dur-
ing the past year included the promo-
tion of insecticide use in alfalfa, grow-
ing until there is at the present time
a total of 6500 acres planted to this
crop; encouragement of the planting
of other forage crops to benefit the
dairy industry; the holding of a po-
tato grading school and the ordering
of thousands of sacks bearing Lane
county brands for the potato grow-
ers; the holding of poultry culling
demonstrations and a turkey growers'
institute; the laying out of irrigation
systems for numerous farmers; active
work in the control of grey digger
squirrels and gophers and moles; as-
sistance in developing lime deposits;
active support of a dairy herd im-
provement association for cow test-
ing; assistance given the county court
in planning for the production and
conservation of garden plots and their
food products for the needy; and
the holding of the annual farmers'
week in Eugene in January with an
attendance of more than 500.

An Oregon rain does not wash the
land away but falls gently and soaks
into the soil where it falls, that is
why Lane county land stays fertile
and there are no gullies in the fields.
The soils retain their moisture
throughout the summer. It also is
the reason why the streams are crys-
tal clear instead of dark muddy
waters.

**87,000 Books Out
During Past Year**
It was a "reading year" judging
from the report of the city public
library. A total of more than 87,000
books went into circulation during the
12 months of 1932.

January was the big month with a
total of 7975. Following was the
yearly report: January, 7975; Febru-
ary, 7472; March, 7639; April, 7122;
May, 6124; June, 7262; July, 7559;
August, 7476; September, 6248; Octo-
ber, 7130; November, 7381; Decem-
ber, 7130. (Incomplete), probably more
than 7500.

FIFTY YEARS TRANSFORM CITY OF EUGENE



Here is a panorama of the beautiful city of Eugene from the top of Skinner's Butte looking toward Spencer's Butte on the south. The picture below, taken from almost the same position in the early '80's makes a very interesting contrast. From a frontier village, Eugene has been transformed into one of the most beautiful and one of the most modern cities of the Pacific Coast. Agriculture, lumbering, mining, highways and railroads have contributed to its material prosperity. Its position as the home of the University of Oregon has given it unusually rich cultural life which finds expression in such enterprises as the Eugene Gleeman, noted male chorus, annual concerts by world famous artists, the Campbell Memorial museum which houses the Great Warner collection of Oriental art, the triennial Pioneer Pageant and many other activities which few cities except metropolitan centers can boast.

BERRIES, POULTRY PROFITABLE HERE

If there are any mild-climate fruits,
vegetables or livestock that can't be
raised in Lane county, local farmers
haven't yet discovered what they are.
Everything from poultry to potatoes
and from rabbits to rutabagas can be
raised here and made to pay. Espe-
cially in Lane county suited to the
production of poultry and berries.

You can raise your own poultry
feed or buy it direct from the grower.
Green feed is available winter and
summer, and strong co-operative and
private commission houses solve your
market problems.

White Leghorns predominate, but
many Barred Rocks and Rhode Island
Reds are also raised here annually.
Ducks and geese are also profitable.
There is one acre at least on every
Lane county farm that has a value of
\$1000 if properly used. On any farm
in this district you can plant garden,
fruit, berries and other products for
home use on an acre of ground and it
will pay interest on a valuation of
\$1000 or more.

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Rural Education Holds Big Place In Building Of Community Welfare

Homemakers in Lane county have
participated in a program of adult
education during the past five years.
This program has been made possible
through a co-operative arrangement
between the U. S. D. A., the state of
Oregon and Lane county. A summary
of activities for 1932 has been com-
pleted by Miss Gertrude L. Skow,
county home demonstration agent.
Showing an attendance of approxi-
mately 10,000 men and women at meet-
ings where home extension work was
given, some 2,300 calls at the office
in Eugene for material relating to
home economics, and over two
months' time spent in direct county re-
sults. A summary of each of the
six divisions of work included in the
program follows:

1. Organization and Administration—A group of six women who are elected to represent the homemakers at the annual homemakers' day, are local administrators in the program. One of these women besides one other homemaker are elected on the execu-
tive committee of the agricultural council. The committee met monthly except in July, August and December.
2. Food and Nutrition—The objective in this division of work is to help

LOCAL SWIFT PLANT DOES GOOD BUSINESS

Approximately \$225,000 business
in Lane county was handled the past
year by the Eugene plant of Swift
and company, it is announced by K.
W. Smart, manager.

Some 1000 persons benefitted from
this business in selling butterfat,
eggs, poultry, turkeys, and wool to
the plant, or in dealing with the plant.
Dividing the \$225,000 by 52, the plant
handled an average business of more
than \$4326 each week. "We are ex-
tremely proud of this record in a
year in which business, to say the
least, has not been of the best," Mr.
Smart said, adding, "the fact also
that the company operates the pro-
duce plant in Eugene is a distinct
trade advantage to Eugene mer-
chants, inasmuch as farmers with
butterfat, eggs, poultry, and other
produce to sell bring it to the city and
after disposing of it through the local
produce plant, spend their money
here with local merchants for var-
ious necessary articles."

An item of recent business of spe-
cial interest is that 12 carloads of
turkeys, approximately nearly 240,
000 pounds net, went out from the
Eugene plant to the eastern, Califor-
nia, and Portland markets.
Swift and company has been oper-
ating better than six years in Eugene.

KILLED 671 CROWS
ST. JOHN, Kan., Dec. 31.—(AP)—
Clint Long, Jim Fox, Bert Baseman,
A. C. Nelson and Everett Blaser had
a "crow-killing" time near here and
during one evening killed 671 birds.
At the first emptying of their guns
nearly 150 crows tumbled to the
ground.

Eugene Offers Many Important Advantages To Industrial Plants

Movement from Crowded Centers to Smaller,
Roomier Cities is Noted in Modern
Industrial, Commercial Trend

Out of the world's economic troubles and the readjustment which
they have brought about has come at least one beneficial movement—
a trend towards the decentralization of industry and the rebuilding
of cities to conform to modern transportation methods.

No longer, with today's transportation facilities bringing every city
close together, must the textile industry be concentrated in one dis-
trict, the steel industry in another, the wheat milling industry in an-
other and the meat packing industry in still another.

Limited transportation, which with the beginning of the machine
age caused great cities to be built and millions of people herded to-
gether in a few spots, is no longer a problem. Mills and factories
are spreading out, industries are seeking "elbow room," and small
manufacturers are in search of comfortable, roomy, friendly cities in
which to operate.

The modern trend is towards
spread-out industry. Eugene, always
alert, is prepared to welcome small
factories and minor enterprises as
well as big manufacturing concerns.

Probably no town on the coast can
offer more inducements than can this
friendly city of 20,000 people located
at the head of the Willamette valley.

Adequate labor, cheap transportation,
a climate that permits operation 12
months of the year, and outlets by
rail, highway and water make this
city one to be considered.

Manufacturers in search of a loca-
tion no longer look towards the high
rent districts of crowded cities. Eu-
gene offers an uncrowded abundance
of building space.

No town or city in Oregon, outside
of Portland, has transportation facili-
ties and potentialities equal to those
of Eugene. The strategic location of
the city for transportation purposes
gives it a great advantage. It is at
the crossroads of the most densely
populated section of the state, in the
midst of the most developed and di-
versified traffic territory.

Advantages Listed
To industry seeking raw materials,
ready access to markets and healthful
living conditions for its workers Eu-
gene offers these advantages:

It is in the center of the country's
greatest stand of timber, fir, spruce,
hemlock, cedar and pine.

It is in the center of a rich mining
region, base ores being available in
vast quantities.

It is in the center of an extremely
diversified agriculture with grain,
fruits, berries, and dairy products,
sheep and cattle, outstanding.

It is 70 miles from tide water on the
Siuslaw, 90 miles on the great
Umpqua bay.

It is the rail and highway center
of the great mainland to California
on the south and to all the Northwest.
The Southern Pacific's new Alturas
cutoff gives it a direct line east.

Living costs are at a minimum;
housing is cheap; recreational oppor-
tunities unparalleled.

Fifteen minutes from town one can
be in rich farm country; half an hour
from town one can be in the heart of
a forest where it is possible to shoot
a deer or lure a trout from a leaping
mountain stream.

Inducements Unusual
Through the city in every direction
run highways on which operate regu-
lar bus and truck lines. Two rail-
roads serve Eugene. The city is on
the regular north and south com-
mercial and mail air lines. It has an
excellent all-weather, lighted, equipped
and regulated airport. There is a
commercial flying school and flying
service in constant operation.

In the city itself is a local bus line
giving ample transportation service
to all parts of Eugene and to the
neighboring towns, Springfield,
Eugene has harbor connections giving
an outlet to the entire world by
sea, and the proposed canalization of
the Willamette river, though at pres-
ent only in the blueprint stage, may
some day be a reality.

The decentralization of industry is
becoming a reality. Eugene is in a
position to prove a bountiful host to
small industries fleeing from the high
rent and crowded atmosphere of pres-
ent industrial centers.

**Producers' Market
Has Biggest Year**
The greatest volume of produce in
the history of the Producers' Public
market was handled for 1932, it is
announced by W. A. Ayres, market
master. Low prices on commodities,
however, cut down the cash return.
About \$200,000 worth of produce
was sold on the market, despite the
low prices, however.

The market, which rates as one of
the finest in the northwest, is now
in its fifth year at the present loca-
tion, Broadway and Charnell.

The market has 100-stall capacity
and has been kept comparatively full
throughout the year. Every Saturday
has found the market renting all its
100 stalls and putting in others for
the overflow trade of the day.

CHARMING HOMES, SHADED STREETS GIVE MEANING TO THE TITLE "BEAUTIFUL EUGENE"

