

NEW BUILDING IS VALUED AT \$155,037

New building in Eugene reached a valuation of \$155,037.50 up to December 22, 1932, a report compiled by the building inspector's office indicated Saturday. Total building permits issued numbered 578.

The largest building permit taken out in the city for the past year was for the erection of the new W. O. W. lodge hall at Eighth and Lincoln streets, costing \$8,000. Most of the building during the past year was small residences, garages, store houses and the like. Many of the permits were for repair jobs.

Other large permits were Copeland Lumber Yard, \$5,000; Frank Hays residence, \$25,000; George M. Lucas residence, \$25,000; Romona Rhonalt residence, \$4,000; Farmers' Union Warehouse, \$3,000; William Shumaker residence, \$3,000.

In 1932, a total of 662 building permits were issued with a valuation of \$350,781.72.

Next year the office of the building inspector is merged with the office of the city engineer, this action being decided upon by the city council as an economy measure. Officials of the Eugene Building Congress, insistent upon the maintenance of the present high standard of building inspection in the city, recommended this measure and urged that a competent man be hired to conduct the work under the city engineer.

The new inspector has not yet been named. City Engineer W. S. Clubb is at present engaged in studying all building ordinances of the city with the view of eliminating obsolete ordinances and inaugurating any new laws that appear necessary to modern building.

In this respect, Mr. Clubb is also studying the new building code and in

the event this code covers necessary items of building inspection it will be substituted for present ordinances, Clubb stated.

Select Crops To Suit Conditions

There are few Lane county farms that cannot be made profitable by "crop adjustment." Every farm is adapted to some type of farming and sometimes an apparently worthless farm may be bought very cheap and its farm program changed to thus become a very profitable investment.

Strawberries are one of the profitable crops in the Willamette valley. Dairying is another of the major farm operations. Lane county climate, great hay crops, ability to grow corn for silage, closeness to cheap grain feed, all help to produce milk cheaply. Jerseys, Guernseys and Holsteins predominate in the order named.

Small Farms Said To Pay Best Now

LANSING, Mich.—(AP)—Big farms, like big business, may encounter the greatest difficulty in hard times, is the conclusion of the farm management department of Michigan State college.

The report was made after a survey showed that the average Michigan farmer went into the "red" last year by \$676 compared with an average loss of only \$263 for 771 farms in 1930.

Smaller farms—those from 60 to 120 acres—had the greatest returns last year, reversing the condition in prosperous periods when the big farms emerged with the larger profits.

BULL BROKE NECK
ROLLA, Mo., Dec. 31.—(AP)—A Jersey bull, while being loaded into a truck headed for the slaughter house, went "berserk," ran the owner, Alton Hawkins, against a fence, breaking several ribs, jumped into the truck and then jumped out, breaking its neck.

FARMERS' CREAMERY DOES HUGE VOLUME

Several bright spots stand out in the year's record for the Eugene Farmers' creamery. Low prices generally on dairy products kept the firm from making a record figure in dollars and cents for the year, but volume of business increased. A few facts about the creamery, which is dealing with 850 shippers and producers now, follow:

The year was the second largest one in the history of the creamery in production of butter. The butter production would have been a record one if it had not been for the cheese plant of the creamery. Much of the product was converted to the cheese plant that would otherwise have gone into other departments.

Seven carloads of cheese were produced during the year at the creamery's cheese plant at Triangle lake. Eighty per cent of this cheese was sold in Eugene.

The creamery made one particularly big stride of progress during the year in turning its retail milk department into an entirely grade "A" raw milk pasteurized business.

There has been a great improvement in dairies selling to the creamery because of the grade "A" regulation. Even though milk prices have been unusually low, T. L. Ohlsen, manager of the creamery, says he believes the milk surplus in Eugene is less than it has been for the past two years.

The Eugene Farmers' creamery has scored high with its butter and milk entered in competition with other creameries from all sections at the Oregon state fair, the Pacific Inter-

national Livestock exposition, and the Oakland (Cal.) Dairy show.

The creamery's cheese plant will reopen January 1, after being closed for a month.

The condensary has been running on the average, every other day, and during December, every day. It has a capacity of 15,000 pounds of milk daily.

The only department that has not been in operation this year is the dry milk department. With a capacity of 2,000 pounds of milk daily, the creamery is hoping to see the dry milk market get back to normal and a good price established.

Farmer Warehouse Reports Good Year

Negotiations for bonding the new \$4,000 warehouse completed this summer by the Farmers' Union are under way, according to V. J. Gillespie, manager of the firm.

Operating under bond issued by the Oregon State Agricultural department, this warehouse will be enabled to accept grain and other products for storage guaranteed by bond. This will facilitate obtaining loans by grain owners taking advantage of the bonded warehouse.

The new unit, Gillespie states, has a capacity of 350 tons of grain.

"We have had a fairly successful year," Gillespie said, "and look forward to 1933 to be considerably better on account of the national recognition being given the farmers' problem. When these have been straightened out and the farmer begins to make money, naturally ours will be one of the first businesses to profit."

The Farmers' Union Warehouse handles all kinds of dairy and poultry feeds, seeds, fertilizers and other essentials to agriculture.

RURAL EDUCATION STORY

(CONTINUED FROM PAGE 1)

to recognize the management aspect of each household activity and to make their project in the efficient use of time spent in the home, also, to help homemakers to study home management in terms of family relationships. One project was centered around organized housework in which homemakers analyzed their household activities, time, and family needs and received assistance from home management studies in affecting greater efficiency. Eighty women enrolled for the work and reported 215 changes about their daily routine for greater efficiency in the use of time.

Planned kitchen meetings were held in three communities with 52 women enrolled. There homemakers reported 183 changes involving no expense in improving their kitchen arrangements.

Two series of letters in home management were sent to homemakers. Short cuts in kitchen work letters were received by 54 homemakers, who reported 200 improvements made as a result of the six letters received. Bed room arrangement and furnishings letters were received by 292 women. They reported 686 improvements resulting from the suggestions made in the letters.

4. Child development and parent education—In this work the aim is to help parents to understand the prin-

ciples underlying the development of desirable behavior habits in children and to understand their own behavior to the end that parent-child relations may be mutually helpful. A county-wide school for parents was held in

Eugene in March. 130 homemakers representing 125 homes enrolled. The theme was Guiding the Developing Child. As a result of this school, a lay leaders training course in parent education was begun this past fall

which two leaders from each group of parents wishing to study in this field receive training directly from Professor Sara W. Prentiss of the state college, and then direct local study clubs.



"Your Heart and Home be Merry,"
As glad years you recall;
And may this New Year prove to be
The happiest one of all.



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We have some EXCELLENT BUYS

In both farm and city property at lowest prices in years and exceptionally attractive terms.

Now is the most opportune time to purchase either a farm or city home at prices that you cannot afford to overlook. Many for the amount of the mortgage. Call or write us for further information.

Eugene's Own Store McMorran & Washburne

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More than a Store--- An Institution---

For 22 years serving
the people of this
part of the "Great
Green Land" - - -

128 experienced men and women make up this store family and assist in supplying the merchandise wants of the residents of Western Oregon.

Four floors, 80x160 feet, and a large balcony are filled with carefully selected—dependable quality merchandise. Merchandise for the home—men's clothing and furnishings—women's and misses' dresses, coats, sportswear and accessories—draperies—blankets—electrical goods—glassware—dinnerware—housewares—books—stationery—silks—woolens—cottons and rayons.

a friendly, interesting,
modern department
store - - - - -

From Lane County Orchards and Farms

These Famous Foods are Sent Throughout The World
Bringing Back Cash For Further Development

You Can Help Spread the Fame of Lane County Products

By demanding locally canned fruits and vegetables from your local grocer, you are helping the recovery of agriculture in Lane County. With a greater local demand, the Eugene Fruit Growers Association will be strengthened and enabled to expand its markets in other parts of the world.

Tell Your Out-of-State Friends

When Eastern or Southern friends visit you, call their attention to Fuly-Rype, Diamond "A" and Three Sisters brands of canned foods. They will be quick to notice the better flavor and rich ripeness of these products, compared with the foods to which they are accustomed. Tell these friends to ask for Eugene packed fruits and vegetables in their local stores. With sufficient demand, grocers throughout the country will stock these fine foods and every case sold outside of Oregon brings new wealth to this state.

When writing to distant friends, do the same thing. With very little effort, residents of Eugene and Lane County can do a world of good for this section and help bring a greater prosperity to themselves.

EVERY case of canned fruits and vegetables shipped from the Eugene Fruit Growers Association brings new wealth to Lane County. New capital from the outside, to assist in further development of farms and orchards! The Eugene Fruit Growers Association provides employment for many people. The producers, the cannery worker, transportation workers and retail grocers. This association is one of Lane County's most important wealth-producing enterprises.

Farmers and Orchardists Should Investigate This Fertile Section

While fruit and produce growers throughout the nation have not fared too well during the past few years, those of Lane County average greater returns for their work than those in most other sections of the country.

Products grown in this section have a richer, fuller flavor than southern-grown fruits and vegetables and are destined to become more and more popular in world markets. The canning industry here is comparatively young and holds limitless future possibilities for owners of farms and orchards.

We invite inquiries from those interested in coming to Oregon for a share of the new prosperity that is sure to come.

Eugene Fruit Growers Ass'n Provides a Sure Market

By contracting with the producers for his entire crop, this cooperative organization relieves the grower of all marketing problems. Whenever profitable, produce is sold fresh; the balance is canned, dried, frozen, pickled or preserved in other ways—to be sold when market conditions are most favorable. This policy brings the farmer much higher prices than he could possibly receive if left to market his own products.

A Diversified Food Plant

Gross business of the Eugene Fruit Growers Association amounts to nearly a million dollars annually. Most of this money goes to Lane County farmers. The balance is for payroll, building and operating costs of the association. A large portion of this money comes from packing canned foods for the Riv-U-Let Fruit Company of Minneapolis, Minnesota. Thousands of cases are also shipped out under the Fuly-Rype, Diamond "A," Eugene and Three Sisters brands.

We Produce and Market These Food Products

Fresh Fruits, Berries and Vegetables
Canned Fruits, Berries and Vegetables
Dried Fruits
Pickled Fruits
Cider and Vinegar
Nuts
Carrot Juice
Candied Fruits
Ice
Beverages
College Ice Cream

EUGENE FRUIT GROWERS ASSOCIATION