

HOUSING PROGRAM TO BE ADVANCED BY ADVERTISING

An intensive advertising campaign incorporated with a personal contact program will be conducted here by the committee in charge of promoting the better homes movement in connection with the federal housing administration. It was decided at a meeting of builders at the chamber of commerce Tuesday night.

Louis Waldorf, chairman of the Building Congress committee in charge of the campaign, submitted an outline of the plan proposed by the committee, which was accepted by those at the meeting.

Following the statement by R. H. Parsons, realtor, that there were many houses in Eugene now renting for approximately \$12 a month, which could draw twice that amount if improved, the committee decided to work with the board in forming a list of such houses. Each owner will then be contacted and urged to improve the property.

In promoting the borrowing of funds for renovation purposes, the advertising committee submitted a plan involving publication of material giving information on the plan; to act as a clearing house for ideas on better homes in the city; to furnish speakers for clubs and other organizations; to aid in distribution of supplies necessary in the campaign and to give general aid to those interested in improving their homes.

The committee also plans to secure government pamphlets and window display cards, to encourage individual specialty advertising and to supply information to anyone regarding various phases of the federal housing plan.

Speakers at the meeting pointed out that interest in the housing plan seemed lacking in Lane county and expressed the belief that lack of understanding of the program was the cause of the mild interest.

Federal Land Bank Man Optimistic in Report For Oregon

PORTLAND, Ore., Aug. 30.—(AP)—An optimistic report of federal land bank operations in Oregon was given by E. M. Ehrhardt, president of the institution.

He reported a 27 per cent improvement in payments of installments on long term federal land bank and commission mortgages the first seven months of this year compared with the corresponding 1933 period.

During the seven months period of this year improvement of approximately 20 per cent also was shown in rental collections from Oregon farms taken over by the bank.

About 4000 new mortgage loans—many of them refinancing for pressing obligations—were closed in Oregon in the past seven months. The value is nearly \$10,000,000, Ehrhardt said.

Judge Ben Lindsey Wins Nomination

LOS ANGELES, Aug. 30.—(AP)—Ben B. Lindsey, former Denver juvenile court judge and writer, was nominated for a Los Angeles county superior judgeship by a commanding majority in yesterday's election, on the basis of returns today.

Latest returns showed Lindsey far in the lead in a field of 13 candidates for office No. 19 of superior court. He had 28,765 votes and his nearest competitor, Municipal Judge Arthur Cram, had only 8107. Lindsey has been engaged in law practice here for several years.

Upper Spencer Creek

UPPER SPENCER CREEK, Aug. 30.—(Special)—The Ladies' Sewing circle met at the home of Mrs. Neil Olson, Thursday afternoon. The ladies spent their time piecing quilt blocks for Mrs. Hanson.

Mrs. Laine of Astoria was visiting with her daughter, Mrs. Henry Schenck, who was ill last week. Mr. and Mrs. Peter Johnson of Wendling were visitors at the Clouse home last Sunday.

A community gathering and picnic dinner was held at the home of Mr. and Mrs. Guy Knox, Sunday.

The Beamer and Clouse families had a picnic dinner at the river Sunday in honor of Robert and Vincent Clouse's and Glenn Beamer's birthdays, which occur during this month.

You can whip out cream. But you can't beat our milk. Echo Hollow Dairy. Phone 2935-J-2

STATE

1934 JOY

STAND UP AND CHEER

WARNER BAXTER

MARGE EVANS • JOHN BOLES
JAMES DUNN • RALPH MORGAN
"MURDER" • STEPHEN PETCH
MITCHELL AND DURANT
SHIRLEY TEMPLE

—PLUS—

CRIME DOCTOR

with
Otto Kruger—Karen Morley

SLAYER!



A revolver his patrolman father left home brought stark tragedy into the life of Douglas Merrill, 3, Salt Lake City. While playing with the weapon, Douglas shot and killed his mother, then in bed with a newly born child.

Theaters

By R. W. J.

THURSDAY'S PROGRAMS
McDONALD—Wallace Beery in "Treasure Island." Held over for one day.

STATE—Double bill, "Stand Up and Cheer" and "The Crime Doctor."

HEILIG—"We're Rich Again."

COLONIAL—George Arliss in "The House of Rothschild."

Mitchell and Durant, comedy team, were signed by Fox Film to play in "Stand Up and Cheer" the big musical production now showing at the State theater.

First gaining fame six years ago as the Goofy Gobs in "Hit the Deck," musical comedy success, Mitchell and Durant have since played in London, two seasons in George White's "Scandals" and three seasons in Carroll's "Vanties," finishing this last engagement when the show closed its season last summer.

An example of some of the clever ways a woman has for accomplishing her purpose is demonstrated in the RKO-Radio comedy, "We're Rich Again," now at the Heilig theater. It is a story of a naive country girl who comes to the city and "gets her man." Edna May Oliver, Billie Burke, Marion Nixon and Reginald Denny head the cast.

The greater part of a Los Angeles aquarium was transported to the First National studios for one sequence of "The Dragon Murder Case," the S. S. Van Dine thriller which comes to the McDonald theater Friday and Saturday.

Myriads of brightly-hued fish will be seen in the picture, which presents Warren William in the famous role of Philo Vance, detective extraordinary. Robert Barrat plays the ichthyologist who has collected these finny denizens of the deep, and Margaret Lindsay is his beautiful sister.

Disston Forest Fire Is Controlled By CCC

WENDLING, Aug. 30.—(Special)—The Wendling CCC camp was called out to fight a fire northeast of Disston on Friday, August 24. The fire started about noon on Friday and by midnight about 170 men were working on it.

The Wendling camp sent 55 men, the U. S. forest service sent a 20-man crew, the Tyee CCC camp sent 45 men from the Gunter side camp, and the Devil's Flat CCC camp sent 50 men.

The fire was burning in an old logged off area and although many difficulties were encountered, it was brought under control by eight o'clock Friday night.

On the Disston fire the Wendling CCC camp put in about two thousand man hours of actual fire fighting.

For the month of August the company has put in 290 man days of fire fighting, 38 lookout man days of 24 hours each, and 80 man days of 24 hours each for the smoke chasers.

A doctor from the Los Angeles Institute of Family Relations recently stated that college girls were the world's worst wives.

REX MATINEE 10:15 NIGHT 15:15

Every FRI. SAT. SUN.

Starts TOMORROW

ORIENTAL MADNESS

MANDALAY

KAY FRANCIS
RICARDO
CORTEZ
LYLE TALBOT
WARNER GILBERT

Plus "Uptown New York" Jack Oakie

DEAN ZIEFLE IS SPEAKER ON NEW FOOD, DRUG LAW

Points as to why a new federal law regulating foods, drugs, drinks, and cosmetics, was needed for this country were listed for the Lions club in a talk given by Dean Adolph Ziefle of the Oregon State college school of pharmacy, Wednesday noon at the Eugene hotel.

The present federal law enacted in 1906, but in the 28 years elapsed has proved deficient in many lines. The 1906 law, however, was a great stride in advancing the country in pure foods and drugs, and likewise was a great victory for its sponsors. There have been many changes, however, many new products put on the market, and many loopholes found by manufacturers in that time.

The old law provides that an article must be true to label. However, loopholes have been found under such a regulation. The article could be advertised in anyway and many extravagant claims made for it, but as long as it was true to label, the government could do nothing about it.

The new law, commonly known as the Tugwell-Campbell act, goes much further and prevents fraud. The new bill, he said, protects both the health and pocketbook of the public.

Pointing out further why the new bill is needed, Dean Ziefle said, advertising in many cases is not done ethically and the new measure will correct this fault; false healing devices will be eliminated; cheap food products, brought on considerably during the depression, will be done away with; new drug discoveries will be taken care of properly; a certain definite standard will be set for foods as to percentage of content, weight, etc.; misbranding and adulteration will be done away with.

The greatest trouble has been from imports, he stated, adding the United States has the best and most complete pure food regulations in the world.

The speaker said he felt there was need of amending the old law, rather than making an entire new one, due to the serious consequences that might come with repeal of the present law. Among other things, repeal would mean the wiping out of some 23,000 decisions under the law.

The speaker was introduced by Florian Vogel. Special entertainment for the meeting was given by Betty Jean, Cassie Della, and Donna Faye Hyde, daughters of Mr. and Mrs. C. F. Hyde, who gave acrobatic dance numbers.

The club voted to have a picnic soon. George Stock, Florian Vogel, Crosby Owens, Eric W. Merrill, and A. A. Reid being named a committee to report back at next Wednesday's meeting regarding the picnic.

Directors of the club will meet Thursday noon at the Cafe Del Rey. LaVerne Hawn, president, announced. New committee appointments made by Mr. Hawn were as follows: Reception, Clarence V. Simon; education, N. H. Comish, Dr. Sam Tyler, Louis Waldorf; publicity, Robert M. Fischer, Jr.; health and welfare, Dr. H. R. Allumbaugh, Dr. John Kuykendall, Harry R. Johnson.

Commission Bars New Beer Permits In Residence Zone

PORTLAND, Ore., Aug. 30.—(AP)—The state liquor commission decided at a meeting here to issue no more licenses for beer parlors or the sale of draught beer in residential districts.

Furthermore, no such licenses will be renewed after they expire December 31, the commission decided.

The flood of complaints received from residents living adjacent to beer parlors throughout the state, led to the decision. The ruling applies to residential districts in municipalities only.

Administrator George L. Sammis was ordered to conduct a survey between now and Jan. 1, 1935, to determine what suburban districts shall be termed "residential," and what will be termed "business" districts.

It was estimated the commission's ruling would close between 2000 and 3000 beer parlors after December 31.

News of Wendling

WENDLING, Aug. 30.—(Special)—Muriel Dillon has gone to visit with

Now PLAYING
World's Greatest
Talking Picture Star

George ARLISS

THE HOUSE OF ROTHSCHILD

First Times in Eugene at 15c

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RECORDS IN TRACK ACCEPTED; AMERICA TOPS WORLD RATING

STOCKHOLM, Aug. 30.—(AP)—Fifteen American marks, including Bill Bonthron's 3:48.8 for 1500 meters and Glenn Cunningham's 4:06.7 for the mile, are among the track and field records accepted by the congress of the International Amateur Athletic Federation as world standards.

The other American records given world recognition:

Shot put—Jack Torrance, 17.40 meters (57 feet 11-32 inches).

110 meter high hurdles—Percy Beard, 14.2 seconds.

400 meter hurdles—Glen Hardin, 50.6 seconds.

220-yard low hurdles—Norman Paul, 23 seconds. (Ties).

High jump—Walter Marty, 206 centimeters (6 feet 9-16 in.).

100 meters—Ralph Metcalfe, 10.3 seconds (ties).

200 meters—Ralph Metcalfe, 20.6 seconds (ties).

500 meters—Ben Eastman, 1:02.800 meters—Ben Eastman, 1:48.4.

440 yards—Ben Eastman, 49.4 seconds.

600 yards—Ben Eastman, 1:00.2.

880 yards—Ben Eastman, 1:40.8.

1 mile—Glenn Cunningham, 4:06.7.

1500 meters—Bill Bonthron, 3:48.8.

Shot put, both hands—Jack Torrance, 28.85 meters (94 feet 11-16 inches).

All but three of the marks—those credited to Paul in the hurdles and Metcalfe in the sprints—displace present records. Those three merely tied standards already accepted.

It was the finest American showing in years and definitely returns the United States to the top of the track and field hierarchy.

Most astounding of the new records is the shot put mark of Torrance, Louisiana State university giant. His record performance eclipses by 4 feet 5-11-32 inches the old standard, of 52 feet 7-8 inches set by Z. Heljasz, of Poland in 1932.

Other records accepted by the congress are:

1000 yards—Luigi Beccali, Italy, 2:10.

Four miles—Volmar Iso Hollo, Finland 19:01.

8000 meters—Henry Nielsen, Denmark, 8:15.4.

Two hours—Ernest Harper, England 33:03.3 meters.

Discus—Harald Anderson, Sweden 52.42 meters (171 feet 11-12-128 inches).

Javelin—Matti Järvinen, Finland, 70.10 meters (249 feet 8-3-16 inches).

Decathlon—Hans Sievert, Germany 8790.46 points.

Klamath Pioneer Dies On Wednesday

KLAMATH FALLS, Aug. 30.—(AP)—A. L. Leavitt, 74, one of the best known pioneers of the Klamath country, died in his sleep early this morning. The veteran attorney, holder of many public offices in a half century

of practice in Klamath Falls, had been ailing for many months.

He is survived by two sons, Arthur R. of Klamath Falls and Lester L. of Eugene. He also leaves two daughters, Mrs. Howard Barnhill of Klamath Falls and Mrs. Frank B. Robinson of Moscow, Idaho.

Leavitt was present city attorney. In his long residence here he has held the offices of circuit court judge, county clerk and police judge.

He came to old Klamath in 1884 following his graduation from the University of California law school.

Mediation Board Starts Sessions

PORTLAND, Ore., Aug. 30.—(AP)—Behind closed doors, President Roosevelt's special mediation board today opened hearings into the Portland situation involved in the recent coast waterfront strike.

Archbishop Edward J. Hanna, chairman of the board, arrived today and joined Edward F. McGrady and Oscar C. Cushing, other members, who arrived yesterday. Also accompanying the board was Louis Bloch, secretary.

NEW ORLEANS WINS COMISKEY PARK, Chicago, Aug. 30.—(AP)—New Orleans came back with a four run attack in the seventh inning today to defeat Cumberland, Md., 5 to 4, in the first game of the American Legion's junior world series. Ronald Triplett of the losers struck out eight before the big blow-off came in the seventh.

CRIMINAL INSANE FLEE
RALEIGH, N. C., Aug. 30.—(AP)—Seven men, three of them convicted of murder, overpowered guards and escaped today from the criminally insane ward of the state hospital here. State prison officials and hospital attaches reported none of the fugitives had been recaptured several hours after the break. None of the guards was injured in the escape. The seven men took their keys and calmly walked out of the main gate.

PENSION MEETING
LEABURG, Aug. 30.—(Special)—On Friday evening at 8 o'clock a meeting to explain the Townsend Old Age revolving pension plan will be held at the Leaburg church.

Woman was probably the first beast of burden. The American pousse frame, the Eskimo hood, the Kaffir skin bag, the New Guinea net, the Andaman sling, and the Chinese yoke, all baby carriers, tend to bear out this conclusion.

Scientists have discovered, with a high-speed camera, that lightning flashes "bounce back and forth" between the same points of cloud and ground as many as 10 times.

ARE YOU AN INFIDEL?
LIGHTHOUSE TEMPLE TONITE
LOVE BEAUTY SALON—972 WIL.

McDONALD
12:45—Continuous—11:45
HELD OVER!
ONE MORE DAY!

STEVENS' IMMORTAL ROMANTIC ADVENTURE
WALLACE BEERY JACKIE COOPER
"TREASURE ISLAND"

ENDS TONITE
LIONEL BARRYMORE
OTTO KROER
LEWIS STONE
CHIC SALE
M.O.M. PICTURES

STARTS FRIDAY
THE MASTER DETECTIVE
IN A TALL STAR
THRILLER!

Warren WILLIAM
"THE DRAGON MURDER CASE"

MARGARET LINDSAY-LYLE TALBOT
ROBERT BARRAT
EUGENE PALLETTE

Always 600 Seats 15c

TWO GREAT FEATURES
"STRAIGHT IS THE WAY"

with
Franchot Tone
May Robson
KAREN MORLEY

COMING SUNDAY
BING CROSBY

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Radio Programs

THURSDAY, AUGUST 30

KORE, Eugene

4 p. m., At Your Command; 4:45, Gospel Air Pilot; 5, Twilight Shadow; 5:30, N.J.K.; 5:45, Novelties; 6, Quartet Quarter Hour; 6:45, News Parade; 7, Eb and Zeb; 7:15, Young Democrats; 7:30, Beneficial Review; 8, Song Melodies; 8:15, The Aristocrat; 8:30, Wrestling Matches.

6:30 p. m., Farm Hour, press radio bureau news; 6:45, Market and crop reports and weather forecast; 7, Farm Act Information; 7:30, music; 7:45, Romance Under the Water; 8, music; 8:15, As You Like It—Anthony Euwer; 8:30, music; 8:50-9, Oregon Fishing Conditions.

KGW, Portland

4 p. m., Fleischmann; 5, Showboat; 6, Knott; 7, Frank Buck; 7:15, Gene and Glen; 7:30, Winning the West; 8, Symphony; 9, Beauty That Endures; 9:15, orchestra; 9:30, Portland Cleaning Works; 9:35, orchestra; 10, news; 10:15, Kavaleros; 10:30, orchestra; 10:55, news; 11, Bart Wren; 11:30 to 12, orchestra.

GUARD CALLED OUT
GREENVILLE, S. C., Aug. 30.—Today ordered a national guard unit to proceed to the Louisville mill at Sevens where workers have asked the governor for protection from strikers picketing the mill to close last July. Employees received notice to return to work today found their way barred by strikers.

DRESSMAKING—HEMBSTITCHING
KATTY ANN SHOP, 78 E. Broadway

ARROW MESSENGER—Phone 30

DANCE
Each Wed.—Fri.—Sat.—Sun. 11:30 and Sun. 11:30
JEFFERSON BEACH
Best of Music—Beer on the "Follow the Crowd"

A WIDE OPEN GATE!

Eugene Business College training is the gate opening into the field of business.

Eugene Business College training costs, in time and money, are reasonable.

Eugene Business College training is conducted by qualified instructors.

Eugene Business College training has been proved by our hundreds of successful graduates.

Eugene Business College training classes begin September 4, and September 17. Enroll now.

EUGENE BUSINESS COLLEGE

"A Good School"

A. E. Roberts, President Phone 656
EUGENE, OREGON

Miner Bldg.

FASHION SHOWINGS!

A new daily service in patterns and dress designs starts Friday in The Register-Guard.

Laura I. Baldt, was at one time Director of Textiles and Clothing in the Y. M. C. A. of Pittsburgh, Penn.

Too, she taught in Drexel Institute, Philadelphia.

Miss Baldt was a student and later a teacher in Textiles and Clothing in Teachers College and there received her B. S. and A. M. degrees.

In 1923, Miss Baldt was made Assistant Professor of Household Arts in Teachers College, Columbia University.

Miss Baldt has prepared articles for many magazines and bulletins for the Department of Agriculture, and the Federal Board for Vocational Education and has by her works and direct teaching contributed much to the field of textiles and dressmaking.

Miss Baldt is now editing our pattern showings. This is in keeping with our policy of arranging for the leader in each field to contribute her experience in behalf of our readers.

Of course all our patterns are guaranteed perfect in fit. Safe delivery of every pattern ordered is also guaranteed. An easy-to-follow illustrated dressmaking chart is included with every pattern.

Should you care for a copy of Laura I. Baldt's booklet on dressmaking "How to Make Better Dresses," send 10 cents in stamps or coin to Pattern Dept., (Insert name of newspaper and Pattern Dept. address here, please).

Be sure to write your name and address very clearly and ask for "How to Make Better Dresses."

Starts Friday, Runs Daily

in

Eugene Register-Guard