

Lane County "Industrial Balance" Believed Sound

POSSESSING a sound "industrial balance," and presenting almost unlimited possibilities for an economical industrial development, Lane county faces the future with its citizens confident and expressing their faith in the future of their communities by supporting progressive measures for advancement.

Financed largely by government funds as an SERA project, an industrial survey of the county is now under way with expert statisticians working under the direction of officials of the bureau of municipal research at the University of Oregon. Upon its completion, this survey is expected to reveal accurately the present status of the county, indicate the most desirable course of progress and recommend the best line of action to achieve the desired results.

Pending completion of this survey, a fair picture of the industrial status of Lane county may be obtained from the survey made in 1928 by Prof. C. L. Lomax and Ronald Robnett, of the school of business administration at the university.

Farming Leads

Pointing out the desirability of an "industrial balance" between agriculture and manufacturing, this report shows that agriculture has been and probably will continue to be the dominant factor in Lane county industry. For this reason, emphasis must be placed on the development of manufacturing in order to maintain the industrial balance in the county.

The value of agricultural products is listed as \$4,729,765 in the report. Lumber manufacturing is valued at \$5,517,342 and other manufacturing is valued at \$5,188,551, giving a total valuation for Lane county products of \$14,432,658.

While these figures were compiled in 1928, it is believed they present a fair picture of the status, though the figures themselves probably will be changed in the new survey.

In order to improve the industrial balance of the county, the report recommends greater correlation between the farm producer and the manufacturer of these products, such a result to be obtained through more adequate farm products processing facilities. With such an improvement, values of farm products will be stimulated and the general industrial condition of the county will be improved.

In the analysis of manufacturing industries of the county, the report finds wood products the most important group. While this situation was found true for the county as a whole, it did not apply to the largest producing center in the county, Eugene, where it was found that the food manufacturing group was in first place.

The next in importance in the county was food production groups,

Valuation of Lane County Products Set At \$14,432,658; New Survey of Industry Under Way

with these plants being located chiefly in the urban centers while the wood products plants were located chiefly in the rural communities. Other manufacturing groups in the order of their importance in the county were clay and stone, metals and textiles.

Items Suggested

Suggestion of industrial improvement in the interest of improving the industrial balance of the county include the following:

Plants producing cement products, a small-scale industry.

Condensed milk plants, malted milk plants and other milk processing plants, some of this having been accomplished since the report was published.

Bakery products, flour and cereal mills, dehydrating and canning plants for fruits and vegetables, meat packing and preservation, fish packing and canning and the manufacture of confectionery products.

Manufacture of leather products such as shoes, belting and gloves, and the establishment of tanneries.

Miscellaneous suggestions included manufacture of sportsmen's supplies, roller shade sticks, brushes and brooms (now being made by Eugene blind persons), growing of bulbs and mint distillation, manufacture of soap, wood distillation, and manufacture of pharmaceutical preparations based on native plants such as digitalis, cascara, sphagnum moss and other Oregon herbs.

Other suggested industries in metals, fruit grading and sorting machinery, textile products and pulp products are included in the survey's recommendations for this county.

Industrial sites are readily available near Eugene, Springfield, Florence-Cushman, Junction City, Cottage Grove and other county centers with power facilities equally available, it is pointed out.

A recent federal survey revealed the potential power available on the McKenzie and Willamette rivers totaled 300,000 horsepower.

In the city of Eugene, during the year 1934, a total of 24,597,000 kilowatt hours of electric energy was consumed and during the first six months of 1935 12,656,000 kwh were consumed.

The Eugene water utility reported 997,090,000 gallons of water used in Eugene during 1934 with 512,580,000 gallons being used during the first six months of 1935.

The new building valuation in the city during 1934 was \$203,082.65 with the valuation for the first six months of 1935 totaling \$95,634.50.

Brace

MRS. DORA BRACE, Ideal Bake Shop—Business is so much better than last year that there is no comparison. People are in a better frame of mind now and I am confident that there will be improvement as the year draws to a close.

New Water System At Florence Aids Industrial Growth

In line with industrial development expected in Florence and nearby coast points as a result of the completion of the coast highway, construction of the Siuslaw bridge and resumption of shipping in the Port of Siuslaw, the city of Florence has applied for a PWA loan and grant of \$14,545.45 for repairs and extension of the city water works system.

The city of Florence is in sound financial condition, having no city debt and taxes, licenses and water receipts totaling over \$4,500 per year, with the water receipts showing an annual increase of over \$100.

The proposed work consists in installing a new 60,000 gallon elevated wood stave tank, replacing the present tank; a new well connected with a pump with a four-inch header; a new automatic controlled five-horse power pump and about 4,000 feet of new water mains and 1,100 feet of replacements.

The new mains will add many new

customers and will make water available along the new coast highway will serve the recently built school.

A fire truck with an under-pressure pump, emergency tank and equipment including a suction pump be placed in the river, will provide adequate fire protection for the system. It is believed the fire insurance rates of the city will be reduced by this action.

Residents of the city have voted \$8,000 bond issue for the construction work which is being done under administration of Dr. George E. Edwards, mayor; S. M. Calkins, city attorney, and V. H. Todd, city engineer.

Hodes

WILL H. HODES, Eugene Laundry—Business conditions general are improved and our business has shown a slight but an advance during the past year. I believe this is due to the general money which is being spent in the community. That is also why business conditions are improved feel.

Peterson

C. O. PETERSON, Eugene Sior Co.—General business conditions seem to be greatly improved. Our business has increased more than thirty per cent over that of last year and is nearly twice that of two years ago.

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