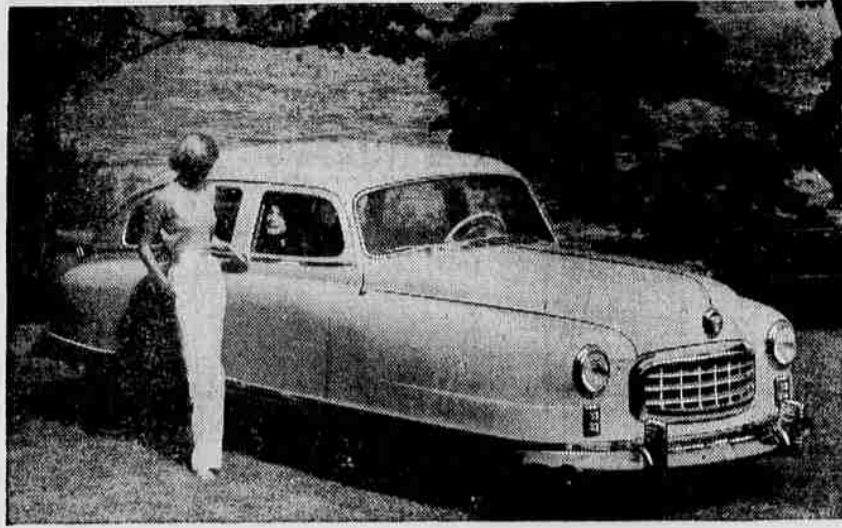


LANE COUNTY BUSINESS ACTIVITIES

By BILL BUCKLEY



The 1949 Nash will go on display Friday, Oct. 22, in the showrooms of Plummer-Sigloh Co., Eighth and Pearl Streets. Two completely new lines are being featured—the "Ambassador" and the "600." They are advertised as "America's first cars with fender opening completely eliminated, and with the entire structure from bumper to bumper and road to roof streamlined in swift, low racing curves." Plummer-Sigloh are the only dealers in the county. Price increases on the new models were announced this week by Nash Motors. They amount to an average of \$275 on the "600" series and \$390 on the "Ambassador" models.

ELECTROLUX
Vacuum Cleaner, Air Purifier
Sales, Service, 1409 W. 4th
Phone 1612

GOOD NEIGHBORS SWITCH TO CALVERT



Wherever you go you see folks who've switched to Calvert Reserve for its better taste!

CALVERT RESERVE Blended Whiskey—86.8 Proof—95% Grain Neutral Spirits, Calvert Distillers Corp., New York City

LOANS

Get a cash loan here on the friendly basis that made "Personal" the choice of over one million persons last year.

Simple to Get

If you can repay small monthly installments—which you select—you should not hesitate to see Personal's YES MAN for a loan. Come in or phone today.

HOW TO REDUCE MONTHLY PAYMENTS
By "lumping" all your credit accounts into one place, you can usually cut way down the total of your monthly payments.

Loans \$25 to \$300 on Salary — Furniture, up to \$500 on Auto

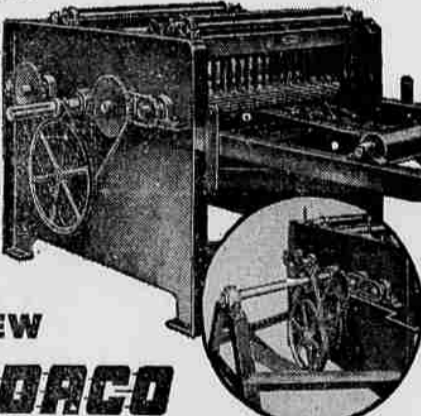


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788 Willamette

Leo McGee, YES MANAGER
Phone 3040 Eugene
Lic. M-167-S 118

No Other Edger This Size Has All These Features!

- Outboard Bearing and Tree*
- Two-Speed Feed*
- Double In-Feed and Out-Feed Rolls
- Also Available as Stub Edger with Ball-Bearing Shift Arms
- Edges to 4" x 40" (Optional)



The NEW **IDACO** Model 440-B TABLE EDGER

IT'S A FACT... IDACO is the first to offer you a medium-sized edger with all the practical features to step up edger output, assure accurate cuts and reduce your costs. ASK YOUR EDGERMAN to look over these outstanding IDACO edger features. He'll particularly like the two-speed feed... with a low speed for sawing cuts without jamming or burning saws.

Investigate the IDACO 440-B before you buy any edger. (Larger and smaller models available; prompt deliveries.) Complete information is yours for the asking... see or write us NOW.

Authorized Dealer **GUNDERSON BROS. ENGINEERING CORP.**
Eugene, Oregon
2200 W. 6th Phone 1847

Budworm Is Forest Threat

An aerial survey conducted by forest officials and other organizations reveals that an epidemic of the eastern spruce budworm is threatening many acres of Douglas fir in the county.

The survey indicates that the largest area of infestation in the state includes not less than 100,000 acres of forest land. It is west of the Mohawk River and Linn-Lane road and extends from Soda-ville in Linn County to Springfield in Lane.

No flight was made over the Willamette national forest with the exception of an area near Oakridge where it was thought that the original infestation started three years ago.

Douglas Fir

Second growth Douglas fir, from 40 to 120 years of age, is said to be the principal victim. Some limited areas of old growth have been attacked. It usually takes about three years to finally kill the trees.

Some time in January, the state board of forestry will decide on measures to be taken. Control work will have to be done next July when the caterpillars first start to feed.

They feed for only ten days and the control work must be accomplished during this period. It has been found that control is possible through application of one pound of DDT to one gallon of oil by either airplane or helicopter.

The state board of forestry has the authority to cooperate financially in the work, but the major portion of the cost must be borne by the land owners. In case of failure to pay, the state forester can file a lien against the land.

Various remains of prehistoric man found in Europe are estimated to date as far back as 250,000 years ago.



The Apprenticeship Program in Lane County receives its impetus from these two members of the U. S. Dept. of Labor, Bureau of Apprenticeship. R. H. Burt, seated, and James M. Estep, are the local field representatives with offices in the Hampton Building and the training of skilled workers their aim. They are bringing both labor and management together in a planned program to produce more proficient workers in the trades of the county. Labor unions and contractors are all cooperating in this joint effort. Mayor Earl McNutt has proclaimed this "Apprenticeship Week" to bring to the public attention the task being accomplished.

Crop Goals Set for '49

Production goals for 1949 farm production were announced this week by Ernest E. Schrenk, chairman of Lane County Agricultural committee. In general, the program calls for increased production.

Winter crops have fallen short of goals the past several years and it appears that the 1948 crop will not meet all requirements.

With the exception of ryegrass, supplies of all cover crop seeds are at low level and there is a big demand for seed overseas as well as here at home.

Spring Pigs
In addition, the program seeks to increase the number of spring pigs over 1948. The goal is also to have about the same number of laying hens and pullets on farms in January 1949 as a year earlier.

Price support on hogs is mandatory at 90 per cent of parity when marketed before Jan. 1, 1950," said Schrenk. "Thereafter, support is discretionary at a level varying between 80 per cent and 90 per cent of parity."

Price support on eggs is mandatory at 90 per cent of parity until Dec. 31, 1949. No support prices have been announced as yet for cover crop seed.

GREEKS CAPTURE PEAK
ATHENS —(AP)—Greek forces captured another peak in the Vitsi range Wednesday, a communiqué said, giving them a five mile stretch of mountain tops in the sector.

Strawberry Plants Needed

Although Oregon leads the nation in production of late-maturing strawberries, the farmers are experiencing difficulty in growing certified plants.

This provides Lane County, where strawberries are not a major crop, with an opportunity for raising certified crops. County Extension Agent W. B. Parker said that there are now four large growers of such berries in the county.

Large centers in the trade, like Gresham and Salem, are having trouble raising plants that meet certification standards because of two factors — large crops and disease.

Lane County, on the other hand, offers the possibility of isolated crops, far from any infected areas, and thus a source of satisfactory plants. "Many people have been inquiring about certified plants that there will be in the county until next spring. The certification process is sore through the state and vice at Oregon State makes four inspections out of the season. The plants are not made until about when the berries are lifted, or not.



"Lilium Longiflorum" is the name horticulturists apply to the boxful of bulbs held by C. W. Wester—but to you and me they are bulbs which will produce lilies for Easter next year. Wester, president of the Eugene Easter Lily Growers' Club, said that the particular variety he is growing are called Aces. All over Lane County, growers are busy marketing or planting bulbs. Besides the Eugene Club, there is one at Cottage Grove, called the Southern Lane Easter Lily Growers, and a third at Florence. All members are agreed that the industry is "a risky one" but highly interesting. Wester has been growing the bulbs since 1944, and said that the Eugene Club's membership of 25 families is beginning to grow again as more growers become active.

Lily Growers Expect Good Prices As Buyers' Demand Increases

After a poor season last year, the market for Lane County's lily bulbs is beginning to improve. In fact, the buyers are creating a demand which will probably send prices up since the supply is short.

It's short because many growers quit after the market dropped in 1947, and others just let their fields go to weeds. Now, those who are left in the business are striving to get their crop marketed under today's favorable conditions.

R. F. Thom, county horticultural agent estimates that the supply this year won't exceed 30 per cent of the 1947 crop. The result is that buyers are taking yearlings, which ordinarily don't move very fast as long as bulbs are plentiful.

"And yet there are more bulbs available," says Thom, "but they cannot be certified for the commercial market since they don't meet required standards. A good portion of the fields failed to produce marketable bulbs because of poor cultivation."

At the present time, growers are getting from 10 to 25 cents per bulb depending on the circumference — which runs from 7 to 10 inches.

Many Acres
Thom estimates that there are about 100 acres in the county given over to lilies. One grower is of the opinion that the market value of this year's bulbs should be around half a million dollars. Most of the bulbs now being

packed in peat moss or sawdust will go to nurseries where they will be "forced" to produce lilies in time for next Easter. Some growers are shipping blooms to Eastern markets to take advantage of a lull in production there.

"Many people selling bulbs do not realize that their crops have to be inspected first and certified by this office," explained Thom.

"If you advertise in any way, shape or form, or sell over \$50 worth of bulbs, you must also have a license. The fee depends upon the acreage you have planted."

Thom has inspected about 70 acres of lily bulbs thus far—most of which have been Croft blooms. It is a type which was first developed in Bandon and became increasingly popular during the war years.

Japanese Crops
Prior to the war, Japanese bulbs were plentiful and cheap — so that native bulbs sold for an average of about ten cents. After Pearl Harbor, local growers were getting from 50 cents to a dollar for a single bulb.

The result was that "nearly everyone" began to grow a small patch of lily bulbs and the market became so glutted in 1947 that bulbs were going for as low as five cents apiece.

The adverse weather, plus virus disease in many fields, eliminated a good portion of the small growers and substantially reduced the crop. All of which adds up to good prices this year.

exceptional quality of business placed during the past two years.

Marx is a resident of Emerald Heights, Springfield, and attended the University of Oregon. He has been a member of the company's Quarter Million Dollar Corps and just recently received an award for excellence in conservation.

Safe Fur Storage. Electric Cleaners. 1210 Willamette.

Insurance Man Wins Firm's Award

George R. Marx, representative for the Connecticut Mutual Life Insurance Co., with Smith and Crakes, Eugene, has received a certificate from Peter M. Fraser, president of the company, for the

Barnyard Manure

Reinforced with Simplot Red Diamond Superphosphate can DOUBLE Fertilizing Effectiveness

Use Simplot Red Diamond in barn, feed lot, storage pile! Ask for free fertilizing literature.

Superphosphate and Sulphate of Ammonium Available at the following stores...

CRABTREE SEED & FEED STORE
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More Pay Loads Per Day WITH LESS WORK!

...Years with a **JOHN DEERE** Push-Type Manure Loader

One man with a John Deere Push-Type Manure Loader, and one operator easily handle 35 loads of manure a day. Loading can be done from your tractor and feed lots faster, easier, and with a John Deere "A" or "B" tractor. This sturdy loader is easy to use, easy to move around, exclusive shaker insures faster emptying — more pay loads per day.

The John Deere Push-Type Manure Loader can be the biggest time-saver on your farm. It's current from your local dealer — so come in today!

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NOW — get MORE Sales with FEWER Advertising Dollars in preparation of your —

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- ★ Newspaper Ads
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- ★ Catalogs
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YOU can get a wealth of sales producing IDEAS followed through with COPY that sells... outstanding LAYOUT and ARTWORK... reasonably priced ADVERTISING PROMOTION — all creative and mechanical advertising requirements "under one roof." And most important, you'll get a reasonable PRE-QUOTE price on your advertising material before you begin — at no obligation whatsoever to you.

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