

# CLEANER BERRY PATCHES URGED

Development of Stock for Planting is Stressed as Profitable Venture in State

That strawberry plants will lend themselves to the same general methods of improvement through eliminating virus diseases as has long been successfully used with potatoes is the definite determination of Dr. S. M. Zeller, plant pathologist at the Oregon Experiment station.

Pathologists at the station discovered some years ago that yields of strawberries are being seriously reduced in most Oregon fields through the presence of the strawberry crinkle disease, a virus disorder similar to mosaic that attacks potatoes. Whether any stock free from this disease could be developed appeared doubtful for a while, however.

### Careful Tests Made

Dr. Zeller obtained a small start of what appeared to be clean plants, however, and has increased them for the Marshall variety through many generations. This year the question arose as to whether these were merely resisting the disease because of favorable environment. Certain ones of the plants in the greenhouse were therefore inoculated by "pasturing" aphids on them after they had previously been on infected plants. The results were quick and positive, as all plants thus inoculated soon developed easily detected symptoms of the disease.

Strawberry plant improvement work which will lead to certification has already been started in several sections of the state and there is room for more of it so as to make Oregon a center of high grade planting stock as well as high production in the commercial fields, believe horticultural officials at the state college.

### Runners Contract Disease

This latest work of Dr. Zeller's shows conclusively, they say, that the same methods of selection, maintenance of a personal "seed plot" by growers of planting stock, and careful roguing out of diseased plants will bring results just as it has with potatoes. Work at the experiment station has also proved that the disease is carried from main plant to runners and from plant to plant by insects, just as with potatoes, but that it is not transmitted by contact.

## BETTY MACDUFF GETS BOAT TRIP VACATION

Betty Ann Macduff, Springfield reporter for the Eugene Register-Guard, and honor student at the University of Oregon, left this week on a two weeks' boat trip for San Francisco. The vacation trip was a present to her from her mother upon completion of her University studies and having become a member of Phi Beta Kappa, national honor fraternity.

**Go to Convention** — Mrs. Pearl Schantol, worthy matron, and Mrs. Clifford Wilson, associate matron of Cascade chapter, O. E. S. left Tuesday for Portland to attend the annual convention of the Eastern Star lodge.

**Board Meeting Held** — Monthly meeting of the Methodist church Sunday school board was held Tuesday evening. Only routine business was transacted.

**Leaves for Crater Lake** — Paul Potter will leave Springfield today for Crater Lake lodge where he will be employed during the summer months.

**Visitor from Globe** — Mrs. Ida Hulbert of Globe is visiting here at the home of her mother, Mrs. O. F. Kizer.

### Secretary To President



Here is the first picture from the Executive Offices at the White House, picturing Miss Marguerite Lehand, private secretary to President Roosevelt.

## FATHER OF LOCAL FOLKS PASSES

Funeral Services for William W. Cook to Be Held at Harrisburg Today, 2 O'Clock

William W. Cook, resident of Lane county for many years, and father of several Springfield people, died at his home near Harrisburg on Tuesday, June 13. He was born in Lane county near Irving on February 7, 1860 and was married to Margaret Richardson on October 6, 1884.

He is survived by his widow, Margaret Cook, and seven sons and daughters as follows: Mrs. Frank Logan, Mrs. Frank Fisher and Claude Cook, all of Springfield; Ira Cook and Mrs. Roy Owens of Eugene; Emmett Cook and Mrs. Tom George of Harrisburg.

Seven grandchildren besides two sisters and two brothers also survive. The brothers and sisters are Pearl Marlin, Los Angeles, Anna Berry at Junction City; Errol Cook, Marysville, California, and Clyde Cook at Junction City.

Funeral services will be held from the Miller Funeral Home at Harrisburg at 2 o'clock this afternoon. Interment will be made in the I. O. O. F. cemetery west of Junction City.

## Fruit Growers to Play Ball Sunday

Springfield Remains in Tie With Yoncalla Club for Top Place on Cascade List

Springfield baseball players advanced another step up the schedule in the Cascade league Sunday when they defeated Wendling 9 to 5 in an interesting game at Wendling.

The locals are now tied with Yoncalla for first place, each having won four games and lost none. Hills Creek, considered to be one of the best teams in the league, has four victories and one defeat. Indications as the first half of the schedule nears completion are that these three teams will battle for first second and third place in the district.

Local ball fans will have another opportunity to watch their team in action on Brattain field this Sunday when the Fruit Growers come across the river from Eugene. The invaders are young players, being composed of the American Legion junior ball club, but they put up a good fight and make an interesting game.

# Where and How Loans are Made Under Emergency Mortgage Act

In the first two days after the passage of the Federal Emergency Farm Mortgage act, applications for relief were received from 1,269 farmers. Most of these applications were sent to Washington, indicating that few farmers know where the Federal Land Banks for their districts are located.

There are twelve of these banks, and in connection with each of them a Loan Commissioner to operate under the new law has been appointed. These new loans are made to refinance farm indebtedness, provide working capital for farm operations and to aid in the redemption of foreclosed farms. They are not, primarily, made for the purpose of refinancing farm first mortgages. That is to be done through the Federal Land Banks working in connection with the present holders of first mortgages.

### There Are Loan Limits

Loans under the new law are limited to \$5,000 to any one farmer. The amount that may be loaned, added to existing mortgages or other debts secured by the farm property, cannot be more than sufficient to bring the total debt up to three-quarters of the appraised value of the property. These are second mortgage loans, repayable over a series of years, and an agreement has to be obtained from the holder of the first mortgage that he will not proceed against the farmer for failure to pay the principal of the first mortgage.

Applications for loans under the new law should go to the Federal Land Banks for the district in which the farm is located. These districts are:

**First District; Springfield, Mass.** Serves the state of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, and New Jersey. Charles Windholz, Commissioner's agent.

**Second District; Baltimore, Md.** For Pennsylvania, Delaware, Maryland, West Virginia, Virginia and the District of Columbia. George Stevenson, agent.

**Third District; Columbia, S. C.** For North and South Carolina, Georgia and Florida. Henry S. Johnson, agent.

**Fourth District; Louisville, Ky.** For Ohio, Indiana, Kentucky and Tennessee. Agent not yet appointed; address simply "Federal Land Bank, Louisville."

**Fifth District; New Orleans, La.** For Alabama, Mississippi and Louisiana. William L. Pryor, agent.

**Sixth District; St. Louis, Mo.** For Illinois, Missouri and Arkansas. Ernest J. Bodman, agent.

**Seventh District; St. Paul, Minn.** For Michigan, Wisconsin, North Dakota and Minnesota. Jerry P. Riordan, agent.

**Eighth District; Omaha, Nebr.** For Iowa, Nebraska, South Dakota and Wyoming. Bert Waddell, agent.

**Ninth District; Wichita, Kansas.** For Oklahoma, Kansas, Colorado, and New Mexico. Graves Shull, agent.

**Tenth District; Houston, Texas.** For the state of Texas alone. A. P. Graves, agent.

**Eleventh District; Berkeley, Cal.** For California, Nevada, Utah and Arizona. William H. Wolf, agent.

**Twelfth District; Spokane, Wash.** For Washington, Oregon, Idaho and Montana. J. A. Scollard, agent.

### How to Get Loan

Farmers desiring to borrow under the new law should write for information to the agent for their district. Address "Loan Commissioner's Agent, Federal Land Bank" and the name of the city in which district headquarters are located.

It takes a little time to get action. Local appraisers have to be called in to look over the property and examine title and records of existing mortgages, but the Farm Board promises to move as fast as possible in each case, and some loans were actually made within a few days after the law passed.

The first loan was to Elijah Purvines of Sangamon County, Ill., on a farm which he has owned and operated for 31 years. This was for \$2,500 and was made through the Federal Land Bank of St. Louis. The second loan under the act was to W. H. Chapman of Whitney, S. C., who borrowed \$2,000 under the act on a first mortgage on his property.

## Thurston

Mrs. Endicott and son from Portland spent the week-end with Mr. and Mrs. John Endicott.

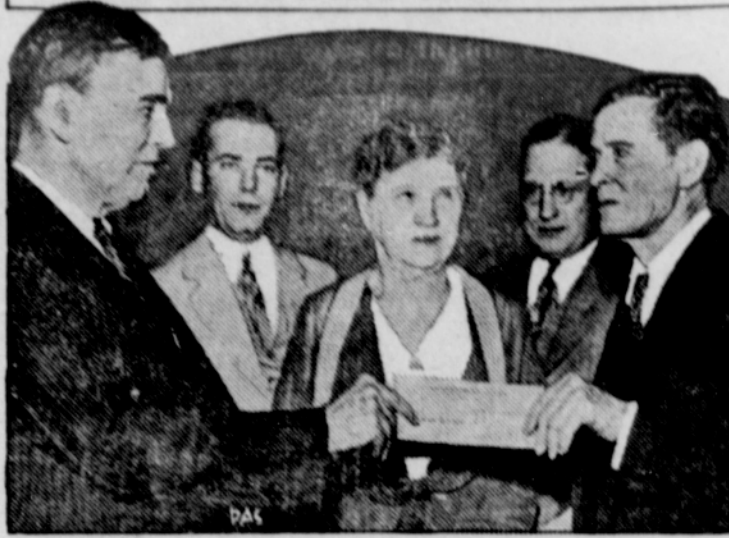
Mr. and Mrs. Melvin Gustafson moved back to Eugene a few days ago after spending some time here with Mrs. Gustafson's parents, Mr. and Mrs. Fred Russell.

Miss Hazel Edmiston entertained Wednesday evening with a miscellaneous shower in honor of her sister-in-law Mrs. Loren Edmiston, who was formerly Miss Ruth Thompson from Eugene. They were married in Roseburg on May 29, unbeknown to their friends here who have just learned of it recently.

Miss Mildred Price attended the Rose festival in Portland last week.

**Former Resident Here**—Frances Frizell, former resident of Springfield was here from Monmouth Tuesday visiting with friends.

### First Farm Loan to Illinois Farmer



The first loan under President Roosevelt's \$200,000,000 Emergency Farm Loan Bill was made at the St. Louis office of the Federal Land Bank. Photo shows E. A. Purvines of Pleasant Plains, Ill., (right) receiving a \$3,500 check from Commissioner E. J. Bodman, (left) as Mrs. Purvines looks on. In the rear is Wood Netherland and O. J. Lloyd, president and vice-president of the St. Louis Federal Land Bank.

## Oregon Farmers Study Farm Act Large Savings Seen In Lumber

National Organization Now Functioning; Agreement Provision Is Inspected

While nothing definite had yet been announced in the second week in June as to the proposed state organization under the federal farm act, nationally the "machinery" was getting about set up and progress was reported daily in getting the provisions of the act into effect, says the Oregon Extension service in its weekly review.

A summary of the accomplishments to date would include appointment of administrative heads under the act, holding of preliminary conferences dealing with most basic commodities, preliminary work toward formation of scores of marketing agreements as provided in the law, the holding of at least one final hearing on one such agreement, and the rapid application of the farm credit features of the new act.

### Study Regulations

Here in Oregon producers and distributors of farm products are already taking steps to find out what the opportunities will be under the trade agreements section of the farm act. This section permits producers and distributors to set up definite agreements intended to stabilize any given industry, which agreements may be enforced for the first time by the "big stick" of the licensing power of the federal department of agriculture. Several such groups have been conferring with George O. Gatlin, cooperative marketing specialist at Oregon State college, to determine the best plan of action under the new law.

### Milk Groups Organized

Large national groups, particularly in the milk production and distribution field, have been moving swiftly in all parts of the country in preparing preliminary agreements for consideration by the secretary of agriculture. The first of these to come to formal hearing stage was that for the Chicago milkshed. Use of this section of the law in the dairy industry and in those enterprises not included under the "basic commodities" section of the law is considered a means of extending real advantages of the new farm policy to all sections of agriculture.

Meanwhile plans for acreage adjustment among the strictly basic commodities are going forward. In order to hurry these up so as to apply to this year's cotton crop, Senator Bankhead has sponsored an amendment to the National Recovery act which would appropriate a fund for taking cotton land out of production yet this season. He believes the resultant rise in cotton prices would more than repay the government through increase in the value of the government cotton holdings.

## PIONEER PICNIC DATE NOW SET FOR JUNE 17

The annual Pleasant Hill pioneer picnic will be held on Saturday, June 17, it was announced this week by Senator H. C. Wheeler, chairman. The picnic has twice been postponed because of the inclement weather. The picnic will be an all-day affair with a noon basket dinner and with an afternoon of sports activities. All pioneers in this vicinity are invited to attend.

**Ill at Daughter's**—Mrs. W. H. Riddell of Detroit, who has been visiting here with her daughter, Mrs. Gertrude Wilson for two weeks, is ill.

**Salem People Here**—Mr. and Mrs. J. E. Scott and Mr. and Mrs. H. W. Scott of Salem were Sunday visitors at the W. H. Adrian home in this city.

Jack Sharkey and Primo Carnera will meet in the Garden Bowl, Long Island City, New York, on June 29.

thus make this region more prosperous. "At the present time the lumbermen are giving the matter of school construction serious attention, and it is understood that a campaign is to be conducted in various districts to educate the taxpayers in the economy and safety of one-story wood buildings."

## ANNIVERSARY IS OBSERVED HERE

Mr. and Mrs. Roy Carlton Married 25 Years; Hold Open House to Friends

Members of the Baptist church and many other neighbors and friends of Mr. and Mrs. Roy Carlton called at the Carlton home, 230 E street, Wednesday evening from 7 to 10 o'clock to greet them on their twenty-fifth wedding anniversary.

Mr. and Mrs. Carlton were married at Boise, Idaho on June 14, 1908 and lived there for a while before moving to Spirit Lake in northern Idaho where they resided for 13 years. From Spirit Lake they came to Springfield where they have since made their home.

They have three daughters, Iowa, who has just returned to Springfield to spend the summer with her parents. She is teaching high school at Bridgeport, Washington; Naomi, a graduate nurse, who lives with her parents in Springfield; and Ruth, who has graduated from the University high school and has just completed her freshman year at the University. Both of her sisters are graduates of the University.

Mr. and Mrs. Carlton are members of the Springfield Baptist church, and have been very active in affairs of that church. They were assisted in receiving visitors at their open house by their three daughters.

## Former Athletic Head to Marry

Norval May Announces Wedding to Miss Susan Elliott in Portland Saturday

Norval Ellsworth May, former athletic director at Springfield high school will marry Miss Susan M. Elliott, daughter of Mr. and Mrs. Will Elliott at the home of her parents in Portland Saturday.

Following the wedding ceremony the couple will leave for California where they will visit with Mr. May's parents at Dunsmuir before returning to make their home at Seaside. Both are graduates of the University of Oregon. Mr. May having taken special work in the physical education department during the past year.

**Cushman Man Here**—Ed Pratt of Cushman was a business visitor in Springfield Wednesday.

## Clingman Meets Jensen Tonight

Large Attendance Expected at Grudge Match Between Colorful Mat Artists

One of the most interesting wrestling matches to be staged in Lane county for several months is due to be staged at the Eugene Armory tonight when Thor Jensen the rough man from Elkton, and Otis Clingman, powerful but clean wrestler from the Navy, meet in the main event on Herb Owen's card.

This cannot become anything but a grudge match between the two men. Clingman won the match during his first encounter with Jensen. The second time the wrestlers were together on the program, Jensen turned to boxing and other rough tactics to defeat the sailor, and was promptly booted by the audience.

Clingman has sought a return match for several weeks and Owen has endeavored to arrange one, but has always found Jensen very unresponsive to his overtures. Just what happened lately to cause his willingness to appear on the card is uncertain.

Harold Heibert will meet Gorilla Pogi, an importation from the Argentine, in a special 45-minute event preceding the Jensen-Clingman match.

## Portland Doctor To hold Clinic

Specialist in Artificial Temperatures and Electric Treatments Here Saturday

Dr. Arthur Jones, chief of the department of physical therapy of the Multnomah and Good Samaritan hospitals, will conduct a one-day clinic in Springfield Saturday at the office of Dr. Milton V. Walker.

While in Springfield Dr. Jones will examine a limited number of patients whose ailments are especially interesting to him.

The visiting doctor is declared to be a specialist in electrical treatments and to have conducted some very outstanding work in the Pacific Northwest in the field of artificial temperatures, the new medical development which has aroused the interest of many physicians.

## STAIRWAY IS GIVEN KALSOMINE THIS WEEK

Portions of the stairway leading up to Dr. M. V. Walker's office in the Commercial State Bank building are being refinished this week. The entire ceiling of the upper hall way has been kalsomined.

**Entertains Friday**—Mr. and Mrs. M. B. Huntly entertained at their home Friday evening for Mrs. Esther Monaco, Vivian Thompson, James West, Mr. and Mrs. Ike Newman and Mr. and Mrs. Ned Williams.

# ADVERTISING

## Aids Business Revival

**NEW YORK**—Aggressive concerns are expanding business by effective advertising despite depressed business conditions, declared A. W. Diller, advertising counsel, at a bankers' conference here recently.

"Is 1933 a good year in which to advertise?" Mr. Diller asked. "Yes, if 1933 is a good year to stay in business, to reinforce the public's confidence in you, to put more business on the books. There is new business to be had today and aggressive companies are getting it. But new business will come in only if you go out for it. Advertising certainly goes out for it."

"Will people read newspaper advertisements these days? They will read anything that interests them. There are plenty of present-day arguments for business. Instead of asking 'How often should newspaper advertising appear,' it would be better to ask 'How often is it wise these days to neglect contacts with possible customers?'"

"Advertising men are being pressed to cut down advertising expenditures and use small newspaper space. Too short copy often degenerates into a mere reminder that you are still on earth. Cut down your talk to a man to a mere 'how do you do' and 'goodbye' and you won't get very far with him. The best advertisements are those which guide the reader. You can't get much guidance in a small advertisement. Newspaper advertising can warm the reader even though he is not an immediate prospect."

"I'm so glad you have a telephone!"



FRIENDS are quick to feel that way, and to welcome you into the circle of the easy-to-reach. It will mean so much to you, too; saving your strength; saving the nickels and dimes of unnecessary errand-doing in person.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY  
Business Office: 126 4th Street Telephone 72