

Anybody's

PROGRESS NUMBER · MIDSUMMER 1911



*Eugene
Oregon*



From Skinner's Butte, a Commanding Promontory North of Eugene, a Magnificent View Is Had of Eugene's Business Center—Valley Is About 10 Miles Wide and Broadens on the Right.

#1250

Anybody's

VOL. II

PUBLISHED BY THE EUGENE COMMERCIAL CLUB

NO. 2

A Periodical of the Constructive New Time in the Affairs of Eugene—the Home City of Oregon

EDITED BY DAN CURTIS FREEMAN

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What's What and Why



Eugene and Lane County are exceedingly exultant and happy—quite justifiably so, by the way—because of several important developments that mark the latter part of the year 1911, and makes good many things that have been said and written in prophetic vein concerning the growth of the community. Eugene's eight million dollar railroad to the Siuslaw and Coos Bay, figuring extensively in the press dispatches, and confirmed; beginning of actual work on two trolley trunk lines connecting Eugene with tributary valley country and other cities; definite indications of establishment of additional lumber manufacturing mills with an estimated pay-roll of \$150,000 per month; the distribution of over a million dollars during two months for timber holdings pooled in western Lane county; bounteous crops being marketed through Eugene, inclusive of an estimated three-quarters of a million dollars, at prevailing soaring prices, for hops; to say nothing of the fruit yield, as well as grain, wool and other crops,—these things explain why, when a resident is asked about Eugene, he just smiles and smiles until it almost makes a mile of smiles.

* * * *

Ever read about Rasselas in Happy Valley?

I have read it again—and with better understanding. Things were about ideal in Happy Valley. But Rasselas skipped haying, no doubt, a touch of that peculiar infection—wanderlust. Rasselas knew he was on the way, but he didn't know where he was going. He was undoubtedly looking for Eugene, Oregon, but that was before Eugene had begun to advertise.

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"Anybody's" sub-title, "Progress Number," and the color plates and Mr. Winged Mercury pole-(less) vaulting across the campus of the University were designed a long time before it was known positively about several important things that have happened or now are happening, as conveyed in the pages of the double number. The artist and myself have a chuckle coming. In thus calling the turn, I feel it is better to be born lucky than rich. Always there have been lots of good news to relate about Eugene. Doing this has kept me fairly busy for the

Why Folks Like to Live in Eugene



ASTERS AND CHRYSANTHEMUMS BLOOMING IN JAMES GRAVILLE'S YARD IN LATE DECEMBER—

AND THE SAME DATE IN THE STREET OF A CERTAIN MIDDLE WESTERN CITY WITH ITS ICY OVERCOAT.

past twenty-four months. The moral of the observation is that those who have not yet bought their tickets for Eugene, would better hurry up while the going's good. I am about thirty days overdue with this message to the Oregon homeseeker, but, when you get it, I feel sure you will be pleased and repaid for waiting. Those who have read only this edition of the much-talked about "Anybody's magazine, must realize that this is not the complete compendium and guide to Eugene. This publication, back of which are four hundred loyal enthusiastic members of the Eugene Commercial Club, has been issued two years in several extraordinarily successful editions. The requests for back numbers numbered hundreds—which we are unable to supply. Previous editions have treated fully upon various topics designed vitally to interest the home-locator, capitalist, business or professional man, farmer, recreationist, and others. A good deal has been written by those having first-hand information about general conditions, experiences of the homesteader, and a great deal more about the natural scenic wonders—mountains, lakes, rivers, waterfalls, and the rugged coast region of this great Lane county. Yet not half has been told. The subject—to me—ever is fresh and presents new phases. It is difficult to talk of them without employing the most enthusiastic terms. In these numbers have been treated graphically Eugene and its surrounding country, the city as a charming residential community; the delightful atmosphere that claims discerning folk as permanent dwellers; the ozone of the enjoyable winter and summer climate; the attractions of educational institutions; the substantial reasons for the prediction of a wonderful expansion of the commercial importance of Eugene; also, a good deal of detail treatment of Eugene as a safe and sound investment—many pages calculated to encourage the cave-dwellers of the cities and the hopeless soil-tillers of less prolific regions to come out to Lane county and become more prosperous.

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"The Eugene Way" is our slogan. The Eugene way is the fullmeasure weigh—and it counts.

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Human interest stories—true—and palpitant with actuality are here that would inspire gifted tale writers. There is depth, breadth, sincerity to life in this Coast country.

Away over on the stage road that penetrates stretches of wilderness and crawls along the

ledges of canyons between Eugene and Mapleton, a grave may be seen. It is guarded with roughly split pickets made with ax and froe. Although the rains of many seasons have whitened the pickets, the fence still is staunch. Every year a faithful caretaker takes the time from his work to visit the burial spot and see that the barricade around the mound is kept up. Gay-plumaged birds sweetly warble their carols morning and evening at this tryst. The glorious sunrise cheerily salutes the lonely grave when the harbinger of the dawn peeps over the giant firs each morning when the world's made new. The magnolia, the blushing rhododendron and the mountain ash typify—sacrifice. Over the ground thereabout, fragrant, pearly petals of the dogwood are scattered by the lingering breeze, signifying—love—the sentiment that moves humanity and moulds man. People passing by observe the evidence of the loving vigil of that burial spot. They refresh their hearts and the enthusiasm of their youth and forget the tedium of the journey for a few hours while they hear the story.

The grave contains the mortal remains of a hero. The hero was a horse!

He led the galley slave's existence of wheel horse on a stage. One day as the stage was passing, with nine people aboard, the hero heard the threatening crack of a falling giant of the forest. The driver and passengers were oblivious in conversation and neither heard or saw the death signal. The tree would have fallen directly across the passengers.

The hero acted with precision and promptness and saved nine lives. He reared, bucked and panicked the other horses so they wheeled about and almost upset the wagon, throwing some of the passengers out of their seats. The tree crashed directly across the road, and a limb killed two of the horses. The hero was one of them!

* * * *

It has been a big and busy year with the Eugene Commercial Club. Nothing is more significant of the town's expansion than the splendid new club home, which will be occupied in October, and which, it has been promised, may be dedicated by President Taft on his western tour. The club house is on West Ninth street. The present quarters of the club have been outgrown. Thirteen thousand square feet of floor space will be occupied, together with the Promotion and Publicity office. There, in the new and pleasanter rooms, greatly increased facilities for visitors, homeseekers and callers will be provided.

* * * *

Unique in conception, in its class a class by itself, "Anybody's Magazine" began to "do good by stealth and blushed to find it fame." Broad in its scope of community building, it has become known and recognized for its efforts, which embody the invitation of our enterprising citizens to the enterprising homeseekers and builders and workers to join in with them. The publication's sole purpose is to tell thousands of the right sort of folks about the Willamette Valley and the pivotal point in it, Eugene. The Club has nothing for sale. Among newcomers I have formed exceedingly pleasant and lasting friendships. It is gratifying to have assisted, even in a small way, a fellow-man with a suggestion related to his permanent good.

If the people of the community did not have something good for you, Mr. Homeseeker, you don't imagine, do you, our folks here would "put up" for the publication of this periodical just to please themselves?

* * * *

We all realize that it requires more than mere momentary decision to change locations. The family that has numerous ties and many interests must have time to consider migrating to Oregon. There are people who have been drawn to Eugene after



"GOT MY GOAT?" NO-O! THE GOAT'S GOT ME."

having contemplated a change for one or two years. To these and many other citizens, "Anybody's Magazine" has served a distinct purpose in reporting progress and keeping settlers in touch with conditions. Upon the very logical plan that a purposeful man's interest in Eugene and Lane county does not expire with the absorption of an allopathic dose of community literature, I have adopted the homeopathic plan, and it works with entire success. Reasons for the very substantial predictions that have been uttered from time to time regarding the Eugene community are clear now to all.

* * * *

Dave Drury is a well-known character who lives up on the Middle Fork valley. He is an expert woodsman, hunter, trapper, fisherman, and reads the signs of the woods and the habits of denizens of the forests and mountains like a printed page. Roughing it with him is interesting. One day, Dave, so the story runs, killed a deer a long ways from camp. It was a slow and painful journey "toting" the carcass on his back. A pack of timber wolves got on the scent and pursued him. They kept on the trail near enough to make Dave nervous. Finally, pretty well spent with his exertions, Dave espied the pack around a bend in the river, trotting from footprint to footprint, at intervals letting out a yelp of exultation that sounded like a call to supper for their kind.

Dave grimly considered them a moment.

"H—ll," he growled, "ef it's tracks yer lookin' fer, why I'll jest step you off a few."

And common rumor has it that a record was made on that trail that has never since been equalled.

* * * *

The Pacific Coast is now the **live** portion of the entire globe, and with the two great expositions—the world's fair at San Francisco, and the unique Panama-California International Exposition at San Diego now building, things are constantly getting **liv-er**. Eugene, Oregon, is the one spot that is **livest**, and it is on the Camino Real,—the great Highway to prosperity, and the great Panama Expositions. Y-O-U for Eugene. Lane County, Oregon, has a home for ANYBODY who will seek it.





WILLAMETTE STREET, HAMPTON STORE ON RIGHT. MORE ELECTRIC SIGNS ARE DISPLAYED THAN IN ANY CITY IN OREGON, OUTSIDE OF PORTLAND.

Eugene, Center of Western Oregon Railway System

*Willamette Pacific to Link Coos Bay and Coast to Eugene --- Construction
Work on Four New Lines and Others Projected*

Lane County's Railroads

Lines in Operation

Southern Pacific, main line—Eugene to Harrisburg, north; and to Divide on south; East Side branches, via Springfield to Natron; to Wendling, and to Lebanon and Woodburn.

Oregon & Southeastern—From Cottage Grove, 22 miles south, to the Bohemia mining district.

Lines Under Construction

Oregon Eastern—From Eugene, via Springfield, Natron and Lowell, across the Cascades to Klamath Falls.

Portland, Eugene & Eastern Interurban—Construction under way at Eugene, Monroe and Corvallis. Distance, 42 miles.

Oregon Electric Interurban—Extension from Salem; grading crews at work in field and franchise granted for line to enter Eugene.

Eugene & Western—From Eugene to Glenada, on Siuslaw harbor; distance, about 40 miles; grading operations near Eugene going on since June 12th.

Lines Projected

Oregon Eastern—Road from Eastern border of Lane County to the Idaho line at Ontario.

Willamette-Pacific—Officially announced to build from Eugene to Coos Bay, via Siuslaw Bay; final surveys being made and right-of-way contracts being closed.

Pacific & Western—Surveying and buying right-of-way for line to coast (known as "Hunt" road).



COMMERCIAL CLUB BANQUET AT OSBURN, AUGUST 9, TO THREE HUNDRED GUESTS CELEBRATING DEFINITE ANNOUNCEMENT OF BUILDING OF EUGENE-COOS BAY RAILROAD.

Eugene to the Coast and Coos Bay

OFFICIAL announcement on July 31, from high officials of the Oregon-Washington Railroad & Navigation Co., of construction of a railroad to the Coast and to the Coos Bay country, from Eugene, was one of the most significant moves in Oregon for many years. It made radical changes in the railroad map of the Beaver state. For the city of Eugene, at the head of the great Willamette Valley, it means several big things:

Eugene will very shortly become the second city in Oregon; it is now third in population and wealth.

Eugene will be the chief railroad junction point and shipping center, outside of the metropolis, Portland, being the gateway of an east and west trunk line across Oregon.

Eugene will be an important jobbing and distributive center for all southern Oregon and southeastern Oregon, reached over the Klamath Fall railway, now approaching completion.

Eugene will have direct outlet by sea to San Francisco, Portland, and the ports of the world, through Siuslaw harbor, whose importance can best be measured after the opening of the Panama canal.

Eugene, as trade center for an extensive agricultural country, and located far enough from Portland to command its own trade zone, will, with multiplied facilities for transportation to all points of the compass, be especially favorable for manufacturing locations, jobbing houses, etc.

Eugene, as the terminus of the road to Coos Bay, will become the gateway through which a tremendous tonnage of freight is certainly bound to pass, giving to Eugene and Springfield (which are practically one), great shops, transfer yards, warehouses, mills, etc.

Eugene, as the chief terminus of the trolley trunk lines, will be the central trading point for a great and growing rural community, a thriving commercial center, and an important market.

Nothing has transpired in Western Oregon's development that has created a more profound stir and widespread interest than that the Southern Pacific system would connect the long-bottled-up Coos Bay country with the Willamette Valley, at Eugene—the junction point where the road to central and southeastern Oregon diverts. Not only Coos Bay, but the Siuslaw Valley and the Coast country between these points will be brought directly

tributary. The Willamette-Pacific road will be a direct extension to the Coast of the projected trunk line east and west across Oregon. A partial survey of this line through eastern Oregon has been made.

Prominent among the many advantages will be an outlet for the southern Willamette Valley to the ocean, the creation of a coal supply at the doors of Eugene, Portland, and industries of the entire valley desiring coal. Coos Bay has well-developed coal mines which have been long shipped to California. Coal fields on the Siuslaw river will also be developed through the advent of this road.

The projected road, final surveys for which and rights of way of which are now being rapidly secured, is approximately 136 miles long. The road penetrates a rich farming and dairying country—dairying is a leading industry west of Eugene—and vast, magnificent belts of timber. It crosses the low Coast range near the head of the Siuslaw river and turns south from a point near the head of Siuslaw bay. The cost of the road is given at \$8,000,000. Two years will be consumed in its construction. It is promised that contracts will be let for grading during this fall, or sooner, if the engineers now in the field can return sufficient data for contracts to be let.

"Building of the line will be pushed as fast as the work can be done in a reasonably economical manner," is the statement of President O'Brien of the Harriman northwest system. Julius Kruttschnitt, director of maintenance and operation of the Harriman system, has made a personal investigation of the project, and the directors of the Southern Pacific have approved the project. The Willamette-Pacific, the name of the new company, was incorporated June 14th.

The roseate future of Eugene was viewed and the announcement of the inception of this and kindred enterprises was celebrated in an enthusiastic manner by three hundred Eugene business men on August 10th, at the Hotel Osburn, in honor of J. P. O'Brien and G. X. Wendling. Mr. O'Brien, in his remarks, said he wanted to confirm emphatically that the Willamette-Pacific had been taken over by the Southern Pacific company, and the line would be made a reality as soon as possible. He said:

"It is not necessary for me to state what this means to this community or to go into details over the immense timber area tributary

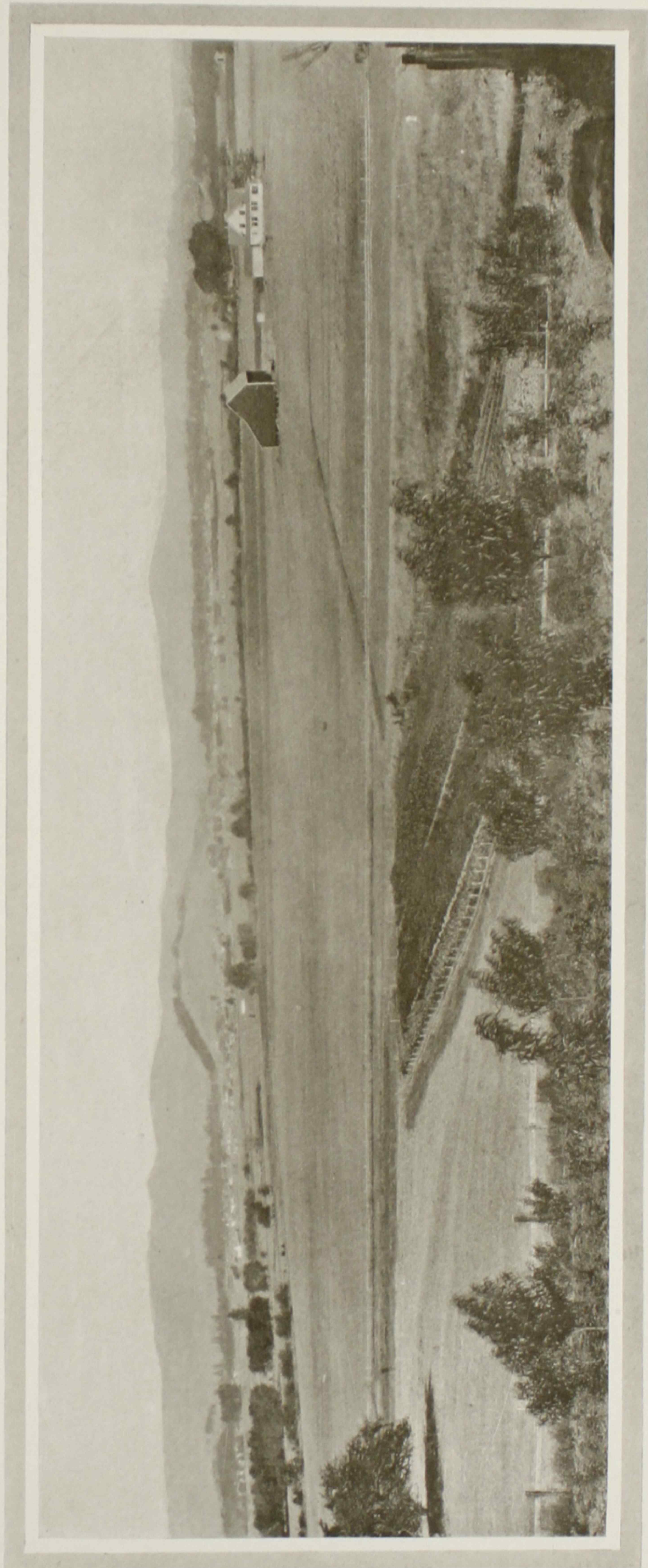
to Eugene, and the great growing area at Coos Bay that will develop very rapidly with railroad transportation. From what Mr. Wendling has told me, I should not be surprised to see a large sawmill go up in Eugene. This city is the natural place for such an industry, and this will mean a great payroll—and it's the payrolls that count.

"Eugene is a gateway for central and western Oregon. Eugene is in the center of the line to California; it will be the terminal of the Natron extension. It will be the gateway to central Oregon when the Deschutes road is connected. Eugene is like the hub of a wheel with lines radiating out in every direction. You're also going to have a network of electric lines and with the steam and electric roads it seems to me that your future is assured.

"We have six engineers in the field and a right of way man at work and we're going to push the construction of this line as rapidly as is consistent. The population of Eugene should double within six years."

Mr. Wendling, president of the Willamette-Pacific organization, said that he saw an opportunity in Lane County, and now is glad that he is here. He said that his company had developed the Klamath by building a line and turning it over to the Southern Pacific, leaving them to haul out his timber. Mr. Wendling declared that the freight rates to Eugene are not excessive and said that better facilities and service were of greater advantage than low rates. He added:

"Located as you are at the head of this valley, with the Natron-Klamath line and with the Willamette-Pacific road completed, it seems to me we can take a commercial jimmy and open every warehouse. A payroll of \$1,500,000 will be spent in Eugene every year. We hope that the prosperity we bring will spread throughout the state. I want to work with you. I want you to feel that what we have is entrusted to you, and we want to share our prosperity with you."



LOOKING NORTHEAST FROM CONGER HILL, NEAR EUGENE, AMONG IDEAL GARDEN HOMES.

Portland, Eugene & Eastern

The Portland, Eugene and Eastern inter-urban electric, which owns and operates fifteen miles of track in and around Eugene, on July 25 commenced construction work on an extension of its line to Corvallis, Ore., in Benton County, 42 miles north and west of Eugene. The electric system passes through Monroe and opens up a considerable district that has not hitherto been favored with transportation. The P. E. & E. bought a small line that had rails laid from Corvallis to Monroe, a distance of eighteen miles. This line was started as a steam road principally for the purpose of hauling saw logs. This line is being rebuilt. It is now being electrified. The new road is expected to be in operation early in the spring of 1912. It taps an extensive new orchard district and farming country westerly and northerly from Eugene. Electrical power for the line will be obtained from the Oregon Power Company of Eugene. Interests identified with this interurban line are developing small townsites adjacent to the line. The extension will be an important factor in increasing the market for agricultural commodities in Eugene.

The Eugene street railway system disbursed \$38,164.25 in wages, operation and maintenance during 1910. A new era in the progress of Eugene was signaled by the opening of the bridge across the Willamette, built by the Portland, Eugene and Eastern. Its cost was \$37,700.00. The College Hill Loop of six miles cost over \$80,000. This extension was demanded by the public. The enterprising citizens of Eugene assisted its construction by subscribing a subsidy of \$35,000.

Eugene-Klamath Falls Cutoff

Work on the Natron extension, or, in other words, the Klamath Falls cutoff, the new main line of the Southern Pacific, southeasterly from Eugene, to Klamath Falls, along the Middle Fork Valley of the Willamette, has been going on for nearly two years and is now being steadily pushed. From Eugene to the Klamath County capital is approximately 198 miles.

When this new line is in operation, the officials say that the time between Portland and San Francisco will be reduced six or seven hours. Track is laid on the extension from Eugene to a point about 40 miles southeast. The construction is of the very best and latest type, culverts being made of concrete, heavy rails being used and the road ballasted with rock. Three tunnels are under construction within 45 miles from Eugene. Two of them are 400 feet each in length and the third 2,200 feet. News has been expected daily that additional contracts would be let for the last link in this road—officially known as the Oregon Eastern—and which, it is expected, will be opened for traffic next year. The completion of this line means much for Eugene, as it opens up all of the region embraced under the name of southeastern Oregon. It also opens up a vast body of timber for manufacturing. Many mills will undoubtedly be built along this road. Eugene will be the main distributing point for the manufactured product. From Eugene to Klamath Falls is one of the most beautiful scenic routes in the world—the wild and fascinating Willamette; Salt Creek Canyon, with its falls and hot springs, the rocky and avalanche-scarred summit; romantic Odell and Crescent Lakes, mountain cradled and mirroring in their waters Diamond Peak; and, lastly, famous Crater Lake.

Lane County Asset Road

The Lane County Asset Company is an organization of local capitalists and business men that was formed for the purpose of promoting a railroad line from Eugene to Lane County's Pacific seaboard. The company started grading work on their survey line on June 12th. They have been for something like two years gradually securing right-of-way, and gathering up other assets. A large sum of money was expended in surveying and establishing a permanent line between Eugene and Siuslaw tidewater, a distance of 44 miles. Much encouragement has been given this enterprise and a great deal of stock was subscribed, as it was keenly appreciated that a line to the Coast would be an excellent dividend payer.

Oregon Electric Road

The present terminus of the Oregon Electric trunk line is at Salem, about 75 miles from Eugene. For over a year it has been known that the Oregon Electric had made final plans to build an extension from Salem through Albany to Eugene. Several hundred miles of this system have been constructed in and around Portland. Application was made to the City Council of Eugene several months ago for a franchise to enter this city. A franchise was granted and a \$10,000 penalty bond filed. Unexpected delays in the building of this line into Eugene arose through the resignation of John F. Stevens, the president of these enterprises in the Pacific Northwest; also, due to difficulties arising over the right-of-way near Salem. From assurances that have been given recently, it is confidently expected that within the next six months the Oregon Electric will be laying rails into Eugene.

Pacific Great Western

The Pacific Great Western is the name of a railroad project which was surveyed one year ago between the Valley and the Coast. There are men in the field at this date securing right-of-way and otherwise preparing for the construction of a road into coast territory.



SUBURBAN TRACTS WESTWARD OF EUGENE, FROM COLLEGE CREST—EMPIRE OF FARMING COUNTRY TO BE PENETRATED BY THREE RAILWAYS.

Financial Strength of Eugene and Lane County

Business is good in Eugene. It always has been good, and it always will be good. This city has long had an exceptionally strong financial standing. Today it is often pointed out by keen observers as one of the wealthiest towns of its size in the whole country. Business failures have been few, and those few have been of small consequence. And, while all lines of business are well represented, yet there is a steady increase of new establishments to keep pace with the ever-increasing population, both in the city and in the surrounding country.

The city's financial strength is well indicated by the condition shown by the statements of three banking houses under date of March 7, 1911. The banking capital of Eugene is \$466,000.00, and the deposits in these banks aggregated \$2,513,000.00 on that date. These items are distributed among the three banks as follows:

First National Bank, capital, surplus and profits -----	\$ 225,000
Deposits -----	1,440,000
Eugene Loan & Savings Bank, capital, surplus and profits -----	165,000
Deposits -----	713,000
Merchants Bank, capital, surplus and profits -----	75,000
Deposits -----	360,000

The Bank of Commerce, the fourth institution, opened for business August 15th with a capital and surplus of \$10,000. Its deposits on September 1st were \$26,712.89.

This two and a half million dollars of deposits, belonging to the people of Eugene and vicinity, are invested by the banks approximately as follows:

They have loaned out for active circulation and to carry on the business of the community, \$1,400,000.00. This money is improving farms and business properties, and manufacturing goods and lumber. They have \$1,100,000.00 in cash on hand and in other banks, available to meet the needs of depositors.

One coming from the East would be inclined to criticise the condition of the banks, as shown above, on the point that the reserve of cash on hand and in banks is unduly large and out of proportion to the needs of the community; that more of the money should be out working and not be left tied up in the vaults. Such criticism has often been made by men who do not realize the different conditions affecting loans in a new country, and particularly the difference in ability to raise the

amount of a demand note within a few hours.

In Eastern cities call or demand loans are made against collateral, and are consequently treated almost as cash. If the bank wants to reduce its loans and increase its cash reserve, it simply asks its demand borrowers to pay up; and, if they do not pay, their collateral is sold and the debt liquidated, there being always a market for such securities. But in Eugene, as well as in most Coast towns, a different condition prevails, in that the banks' customers hold practically no bonds or stocks to deposit as collateral for loans, and as no ready market exists for the small amount that is held, consequently a demand loan in Oregon is a different matter from a demand loan in New York, and cannot be rated as nearly a cash resource as the latter. And so, until such times as securities suitable for collateral purposes and convertible into cash in a few hours shall be used here to secure loans, the banks will certainly not care to loan up very close to the amount of their deposits.

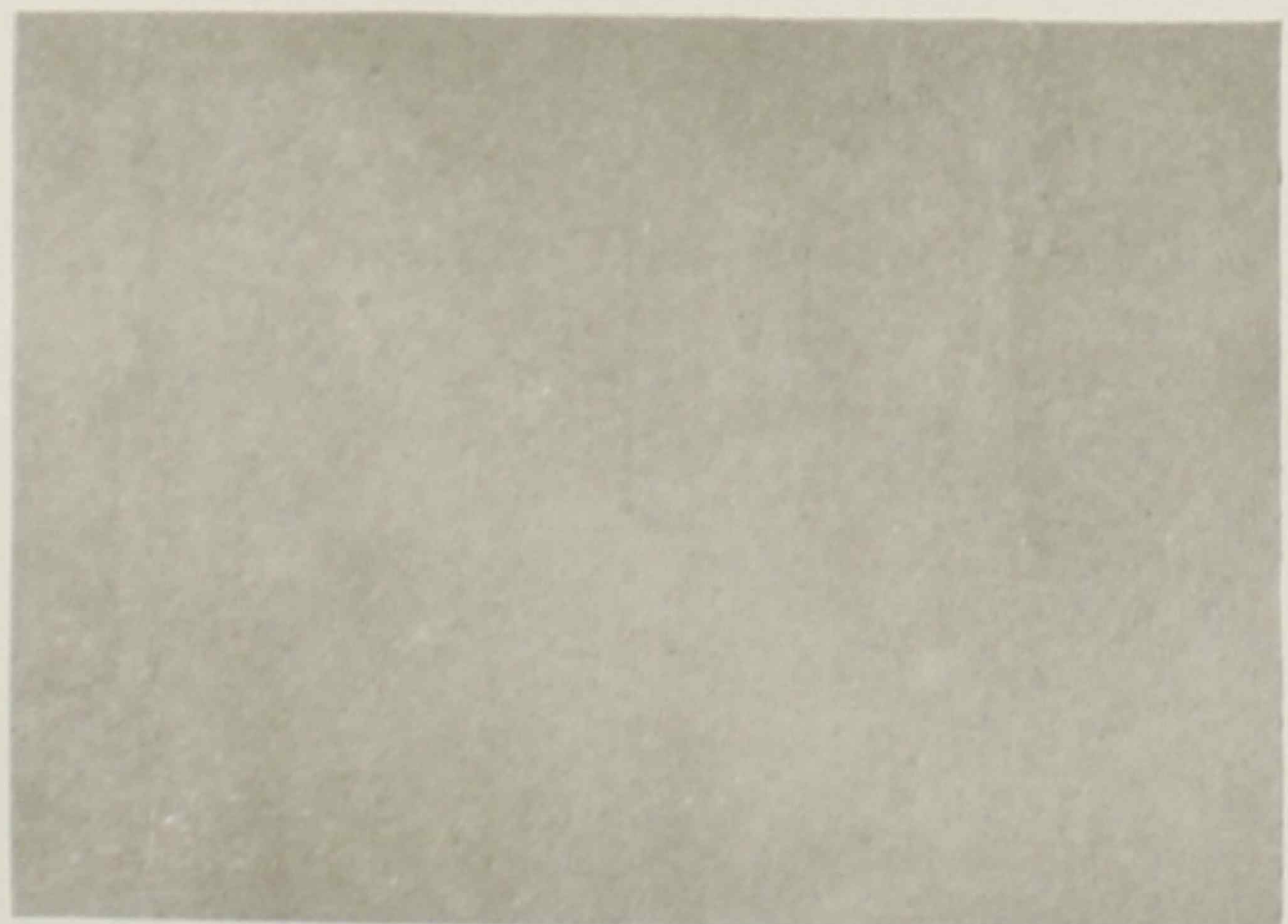
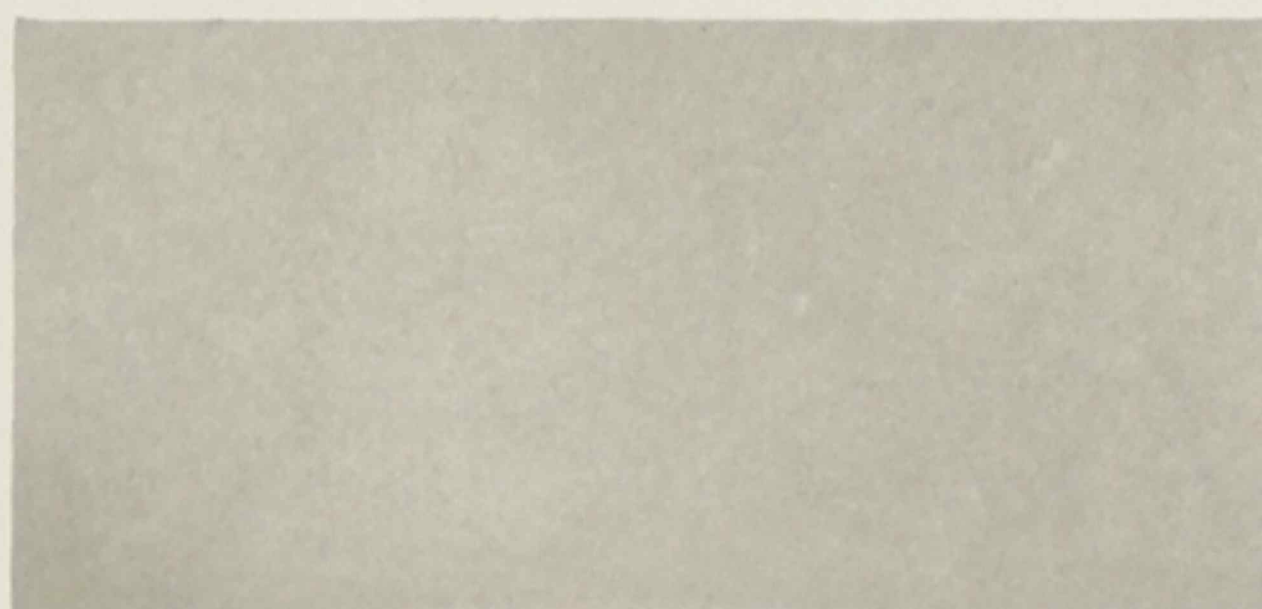
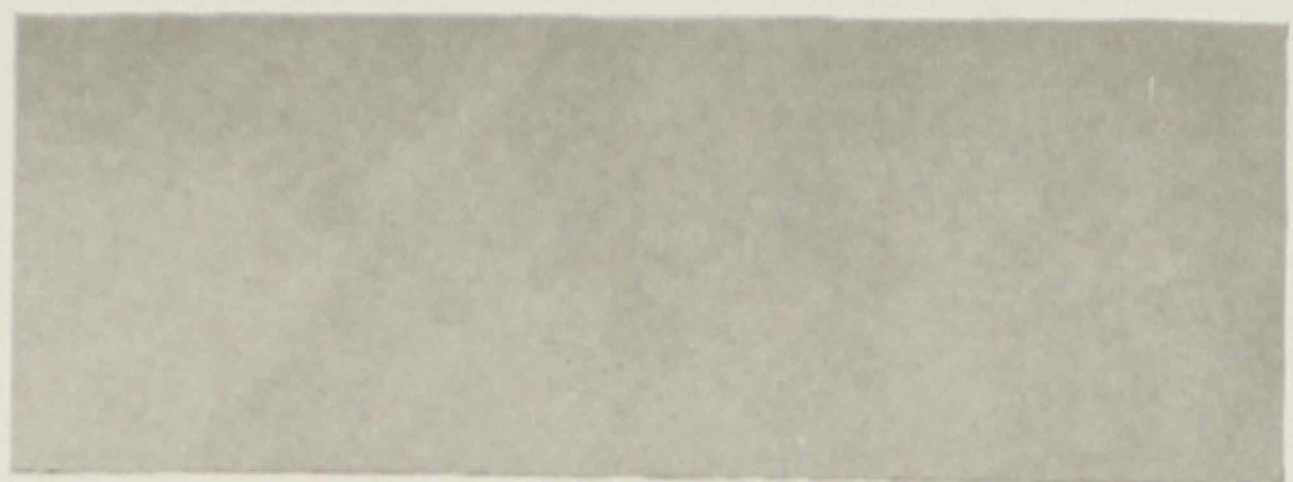
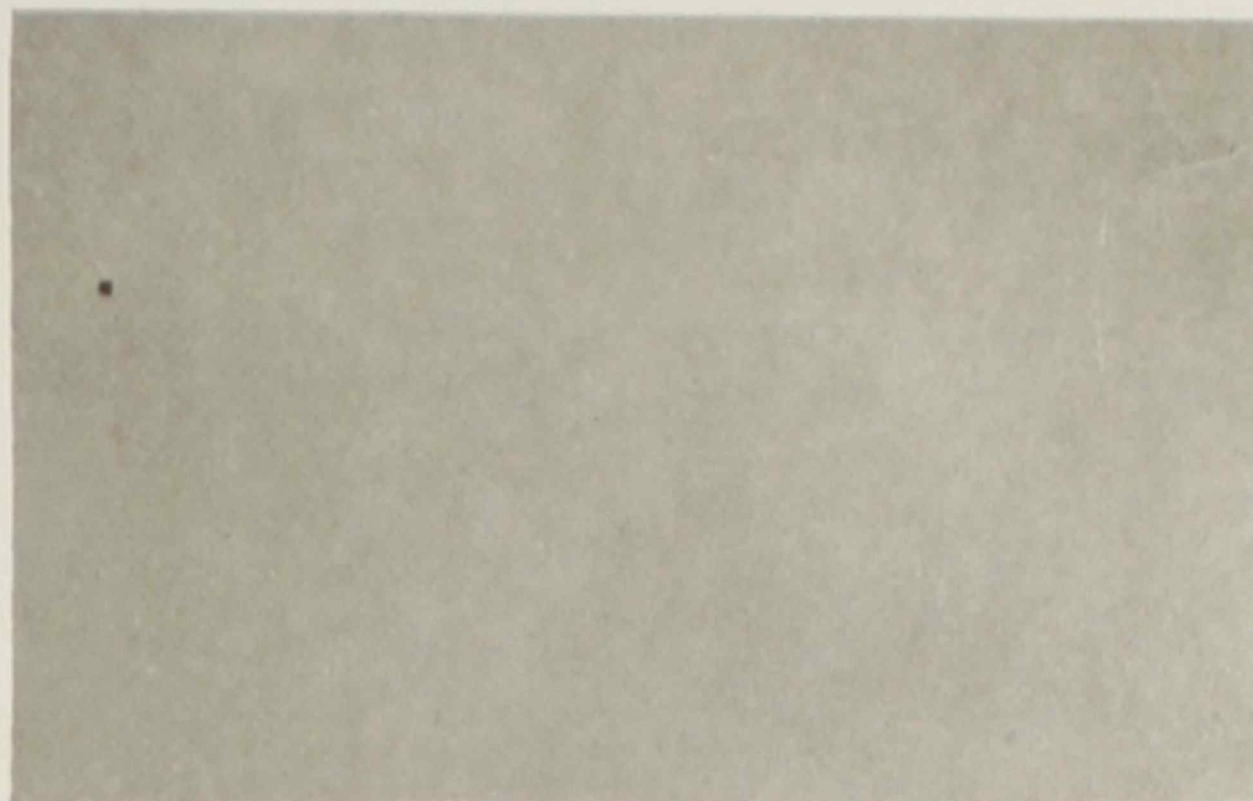
In past years a great many people, in fact, the majority, have been content to allow their money to remain idle in the banks, preferring to have it subject to their call at any time rather than to tie it up in low interest bearing securities, or mortgages, which they might be unable to dispose of on short notice. However, the people, in fact, the majority are now using their funds more for investment, either in a speculative way or purely as income producing. The principal lines of investment for income are mortgages, city and county warrants and local bonds.

While the farming element is prosperous, and growing more so all the time, yet there is always quite a steady demand for money on farm mortgages, usually representing payment of the balance of the purchase price.

City and county warrants, and local school and municipal bonds are also largely taken up by home capital, as well as several issues of bonds for building purposes.

Eugene is not a community of great fortunes. But in it there are a great many people in easy circumstances—men with a competency, who have come here to make their homes on account of the salubrious climate, excellent schools and beautiful surroundings.

Banks are prosperous in proportion to the prosperity of their depositors. The condition of Eugene banks confirms the statement that the community is on a sound financial footing and that business is good.



BANKING INSTITUTIONS OF EUGENE—TOP, BANK OF COM MERCE, EUGENE LOAN AND SAVINGS, MERCHANTS, FIRST NATIONAL, LARGEST, AT BOTTOM.

Facts About the Banks of Eugene

FIRST NATIONAL

The First National Bank of Eugene was established in 1883, and now has capital, surplus and profits aggregating \$235,000.00. The steady growth of the institution during this period of twenty-eight years is plainly shown in the following table of total resources:

January 1, 1885-----	\$ 79,624.60
January 1, 1890-----	214,168.80
January 1, 1895-----	287,659.90
January 1, 1900-----	539,465.14
January 1, 1905-----	1,018,889.00
January 1, 1910-----	1,702,668.92
September 1, 1911-----	2,000,000.00

The bank was established as the Bank of Hendricks & Eakin in 1883, T. G. Hendricks being the President, and S. B. Eakin, Cashier. Three years later they secured a National Charter, being known thereafter as the First National Bank of Eugene. The original founders of the institution are still at its head, Hon. T. G. Hendricks as President, and Hon. S. B. Eakin as Vice-President. Mr. P. E. Snodgrass, the Cashier of the bank, has been associated with it since 1886. Luke L. Goodrich, a director of the Commercial Club's Promotion Department, is Assistant Cashier.

No bank in the state is more highly regarded, or has a more honorable record than the First National Bank of Eugene. Its management has always been conservative and yet, at the same time, up-to-date and progressive. It has ample capital, and, with its resources of over \$2,000,000.00, is well able to take care of its customers, of whom it has about 5,000 carrying active checking accounts.

A recent departure of the bank was the addition by it on July 1st, 1911, of a Savings Department, in which a conservative rate of interest is paid on six months' deposits.

The First National Bank is a government depository for a certain portion of the Panama Canal funds, and is a Postal Savings Bank depository. It is also legal reserve agent for state banks.

The Officers and Directors of the Bank are as follows: T. G. Hendricks, President; S. B. Eakin, Vice-President; P. E. Snodgrass, Cashier; Luke L. Goodrich, Assistant Cashier; Darwin Bristow, Assistant Cashier; G. R. Chrisman, director; F. L. Chambers, director.

EUGENE LOAN AND SAVINGS

The Eugene Loan and Savings Bank, under this name, was established in 1892, and is the outgrowth and enlargement of the Bank

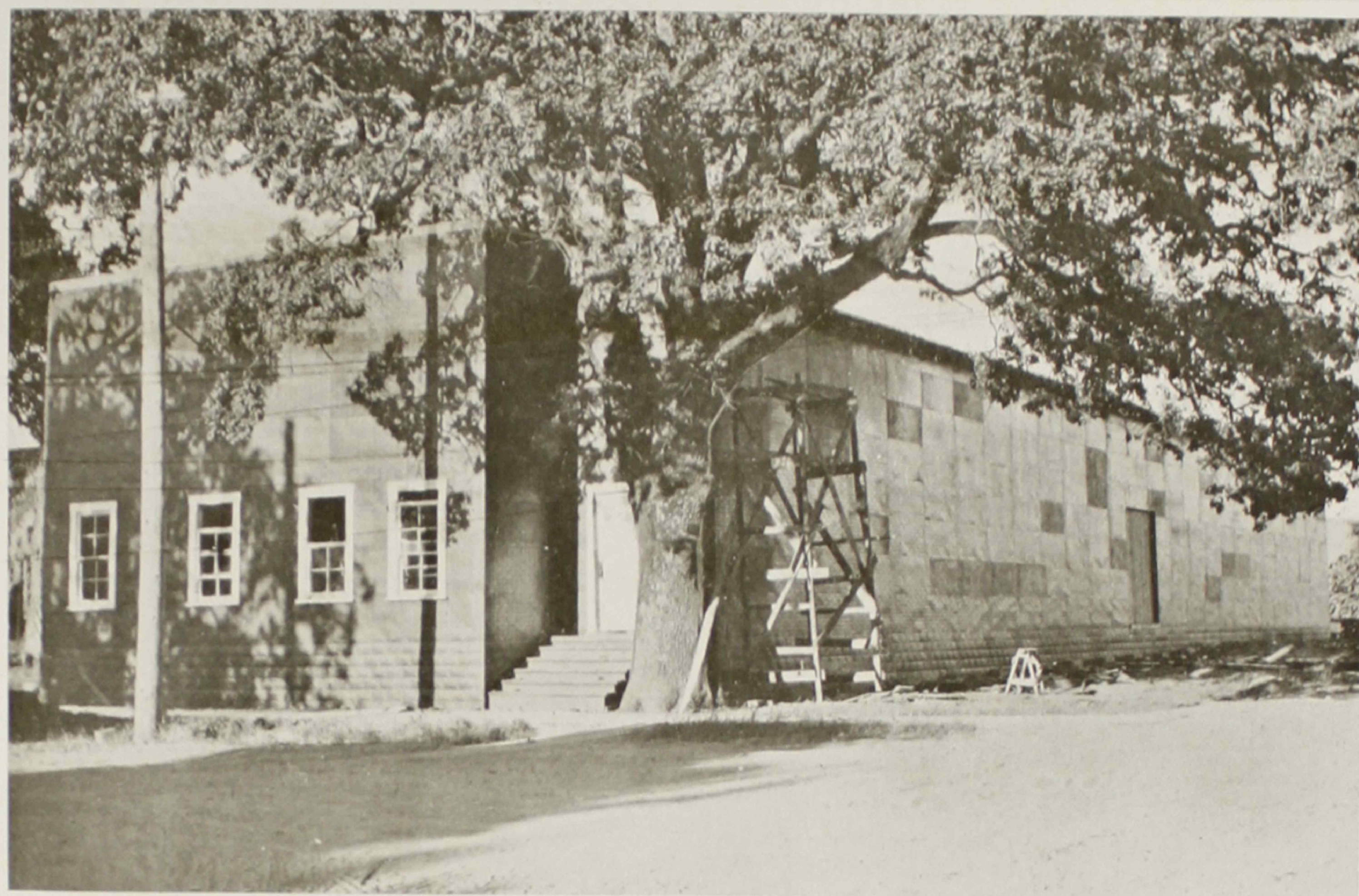
of Oregon, which began business in 1888. This well-known institution, during twenty-three years, has built up an enviable reputation for progressiveness, liberality and fair dealing. Its capital, surplus and undivided profits aggregate \$158,845, and its resources are nearly one million dollars. A complete savings department is maintained. Its officers and directors have for many years been identified with Eugene and its public affairs. The president is D. A. Paine; vice-president, E. K. Wheeler; cashier, Frank W. Osburn; E. D. Paine, assistant cashier. This was the first institution in the county to adopt the plan of paying interest on deposits, since which time over \$100,000 has been paid out to customers in interest. In addition to paying interest on time certificates of deposit, on December 1, 1910, there was established an up-to-date savings department and interest is paid on deposits made in this department semi-annually. When the United States postal savings system was extended to Eugene, this bank was selected as the depository of the savings funds entrusted to the postoffice department.

MERCHANTS

The Merchants Bank, which was organized in 1907, has recently increased its capital stock from \$65,000 to \$100,000, the increase of stock being taken by all of the old stockholders. This move indicates the extent of business enjoyed by this institution and places it in a better position to better care for the growing business of the city. With a working capital of \$106,500, the bank serves the commercial interests admirably. Statements issued by this bank show its deposits to have increased on an average of \$100,000 per year since it was started. The last statement under date of June 7, 1911, shows total resources of \$537,000, with a reserve fund of over 50 per cent—three times the amount required by law. The officers are L. H. Potter, President; F. N. McAlister, Vice-President; E. U. Lee, cashier; Harry H. Hobbs, Assistant Cashier.

BANK OF COMMERCE

The Bank of Commerce, the fourth and latest established banking institution of Eugene, opened for business August 15th. This concern's officers are: H. B. Currie, President; Emil Koppe, Vice-President; E. B. Carhart, Cashier; C. C. Hammond, Assistant Cashier. The capital stock is \$50,000 and surplus \$10,000, fully paid up.



BRANCH WHOLESALE JOBBING HOUSE OF LANG & CO.

Wholesale Jobbing Houses in Eugene

Eugene is the natural trade center of a wide-reaching agricultural country extending in some directions sixty miles. The topography of the country at the head of the Willamette Valley is such that trade, as well as lines of transportation, come to Eugene along the lines of least resistance. Eugene has ever been and always will be the main artery through which all upper Willamette Valley commerce will flow. Anticipating this condition, six exclusively wholesale concerns have established branch houses or businesses at this point. Distance from the metropolis (123 miles) gives local merchants good advantage. Lang & Co., a well-known jobbing house of Portland, have just occupied a large ware house erected for them by Frank L. Chambers, from which their southern and eastern Oregon trade is served. The Glafke-Dixon jobbing house has been on the ground for a longer time. The Fleischner-Meyer Company, a manufacturing and jobbing house, widely known throughout the Pacific Northwest, has a branch in Eugene distributing dry

goods. George H. Smith and F. E. Blair do a big jobbing business in groceries and provisions and buying farm products. Mason, Ehrman & Co., of Portland, have bought a piece of property adjoining the railroad track for putting in a warehouse. Julius Goldsmith conducts a wholesale cigar and tobacco house and there are two local cigar factories.

Students' Club Houses

Five of the students' clubs of the University of Oregon have recently completed and occupy beautiful and artistic homes that attract much attention from visitors to Eugene. The fraternity or sorority organizations each are distinguished by the good taste displayed in their architectural arrangement. The clubs with new houses, two of which are shown in this number of "Anybody's," are the Kappa Sigma Alpha, Tau Omega, Kappa Alpha Theta, the Gamma Delta Gamma and the Lambda Rho.



SUBJECT FOR A GREAT PAINTING—LITTLE GENEVA HENSILL, OF EUGENE, AND HER "REALY TRULY" PETS.

Light and Power Facilities

The Oregon Power Company is the public utility corporation in Eugene, whose office building has been completed and is now occupied. This concern is the property of Byllesby & Co., of Chicago. The company expended \$250,000 in Eugene and vicinity during the last year in betterments and improvements to their properties. The power corporation distributes gas and electricity and serves with light and power several neighboring towns and villages. Eugene is the general headquarters, while the plant is located at Springfield. The generating station was located adjacent to the large saw mills there in order to obtain cheap waste fuel from the mills. The fuel is automatically conveyed to the boilers. The company owns also a great water power site at Martin's Rapids, on the McKenzie, 35 miles east of Eugene. The company has an equipment amply able to take care of light, power, and gas business, for many years in Eugene.

The municipality of Eugene has entered upon a new epoch in opening a power plant at Walterville, sixteen miles distant. The power is carried to Eugene to operate pumps for the city water system, also owned by the

city. This power plant project has been three years in reaching its culmination. Only a small part of the current generated is necessary for pumping the city water. Plans are under way, bonds having been voted, for the installation of municipal street lights. The city also intends to enter the commercial field.

Eugene's Water Supply Pure

Eugene has one of the completest and best water supply systems in the entire country. A filtering system that is the last word in the scientific world for purifying water, has been installed. It is constantly under the supervision of experts, which guarantees the water to be 100 per cent pure. The city owns and controls its own water plant. In March, the municipality completed a hydro-electric plant on the McKenzie River, sixteen miles from Eugene, which generates power for the operation of pumps for the high-pressure reservoir. A high pressure gravity system is maintained. The city has also voted bonds for the extension of its power and lighting systems. Electric light and power is furnished by the Oregon Power Company.



ILLUMINATED NIGHT VIEW OF WILLAMETTE STREET, EUGENE.
17

Life in Manhattan and Here in Oregon

New York's Flat Prisoners

Washington Herald.

IT is said that fully 80 per cent of the inhabitants of New York City live in flats. In fact, the building of private residences in Manhattan has come to a standstill, we might say. At the present time there are more than 100,000 flat houses in that city. During the year of 1908 there were only 38 private houses built there, while more than 200 were demolished to make room, usually, for more apartment-houses. The ever-increasing number of flats in the big city, however, is not the most distressing phase of the New York problem. Having to live in them is the most pathetic feature. Just to think of it, a million human beings exist on Manhattan Island, from year to year, without experiencing the sensation of living in a real home. Huddled into diminutive apartments many of them literally eat from their knees and bunk on shelves with never a breath of wholesome air and rarely a sight of tree or flower.

A million clock-punchers, street-car chasers and trolley dodgers! They exist on a limited time schedule, with stops only at a restaurant table, a bed and an amusement place. In their recreations they live wholly artificial and they rarely see the sun and never the fields and woods. Yet, many seem to prefer this to a freer, more independent life on a western ranch. Many a New Yorker thinks when he is away from New York's "Great White Way," he is only camping out.

Lane Hop Crop

Lane County produces in the neighborhood of 5,000 bales of hops yearly. The acreage decreased a few years ago, owing to price fluctuations. The county will produce a big crop this season. Picking began September 1st, although some yards are picked before that time. One grower, I. J. Hayes, growing 34 acres of hops on the Yarnell place, in the Mohawk Valley, will harvest, it is believed, 100,000 pounds for which he has this year been offered contracts at 30 cents. It costs eight cents per pound to grow hops. The condition of the hop crop is good. Some growers in the past held too long or not long enough to get profitable prices for their hops.

On a Lane County Farm

Eugene Register

THE Big Four celebration of Christmas, one of the most notable events ever pulled off in Pruneville, took place at the beautiful new home of J. W. Chase, one and a half miles northwest of Springfield, and was christened the "Big Four," it being the celebration of Christmas, the twenty-first anniversary of Mr. and Mrs. Chase's wedding, the seventieth birthday of Captain C. J. Dodd, and a house warming of Mr. Chase's fine new house (an up-to-date twelve-room structure, properly wired for electric light, at a cost of \$3,500). "Lo, the oppressed farmer."

In the early morning the good housewives of Pruneville assembled bearing mysterious burdens and packages and were soon busy behind closed doors. At 2 P. M. the large dining room was thrown open. J. W. and his excellent wife, arrayed in bridal trousseau, invited the assembly to dinner. Such a dinner! There under a canopy of festoons of holly and Christmas bells, a miniature Christmas tree in the center, sat down twenty-one of the elder portion of the crowd. Turkeys, chickens and cranberry sauce disappeared like magic—or Dr. Cook's discovery of the north pole. Then followed a short season of refilling and replacing of dishes and twenty-three of the younger set surrounded the festal board, making forty-four, not counting the three or four infantry under arms or in arms. The decorations were beautiful, Christmas bells, Oregon grape and holly being in evidence in every room and on porches. The afternoon soon passed in music and social conversation and two engagements were quietly whispered in the ear of ye scribe for 1910, with the request "no names."

At about 6:30 there was a renewed attack by the "charivari" party or those who had dined out elsewhere and lo, forty more, composed mostly of the youth and beauty class, took possession of the new home, and with music, both instrumental and vocal, held high carnival until near midnight—and in departing wished the host and hostess many happy returns of the day and much enjoyment of their fine new home. If you wish to enjoy a real Christmas, come out to Pruneville.

Mineral Districts of Lane County

Coal Mines Within Ten Miles of Eugene—Bohemia and Blue River Gold Mines

LANE County has extensive, undeveloped deposits of coal, especially in the western portion toward the coast, which will be drawn upon for future fuel supply. Owing to the abundance of wood for fuel purposes, prospecting has been slow. There is a partly developed coal mine ten miles from Eugene, upon which considerable work has been done. There are two distinct veins of coal, one of which crops out and the other about 350 feet down. The lower vein has been cut with a drill and shows 5½ feet of good coal. On this vein an incline shaft has been run 365 feet. The shaft is 5x7 feet in the clear. The shaft stops in a fine slate rock formation, and within a few feet of the big vein. The deposit is a semi-bituminous coal, with but little ash and no sulphur, say the investigators. Formation of the country is rolling, with no signs of volcanic action and there is a sand rock formation. This mine will undoubtedly become a very valuable asset to Eugene with the improvement of transportation facilities and the demands of the rapidly growing population. Coal is now shipped into Eugene and costs \$9 per ton. It is claimed that coal can be mined and sold in Eugene at retail for about \$3 to \$4 per ton, netting a goodly profit. Extensive coal mines are in operation at Coos Bay, to which place the Willamette-Pacific is to build from Eugene.

There are two mining districts in Lane County—Blue River and the Bohemia. The Blue River district lies in the heart of the Cascades on the border between Lane and Linn Counties. The distance from Eugene to the supply point, on the stage road up the McKenzie, is forty-five miles. The distance from the supply point, Blue River, to the heart of the camp is five miles. This camp is financed largely by Portland people. Gold was first discovered in the Blue River District about thirty years ago. More or less prospecting has been going on, but it is only within the last few years that systematic development work has been carried on. Some rich surface strikes of free milling ore have been made and the ore milled with stamp mills at a handsome profit. The Lucky Boy is the best equipped of any mine in the camp as to machinery. It has a 40 stamp-mill, operated with electricity, generated by its own power plant, located on

the McKenzie. The power plant has a 250 horsepower generator and a 500 horsepower turbine wheel. This mine held a large body of surface free milling ore and was operated for a number of years at a fine profit but, like others, as the vein went down further the ore became base. Realizing that the time is approaching when railway transportation will solve the problem of getting in machinery and supplies and shipping out the concentrates, owners of the properties are carrying on development work and cheerfully awaiting the time when full operations shall be resumed. Among the newer prospects is that of the Blue Bird Mining Company, which has opened up a good surface body of exceedingly rich free milling ore.

The Bohemia mining district is located east of Cottage Grove. Mining men assert that the district will yet give forth astonishing results from the work now being carried on. There are deep workings going on that prove the continuation of values. The free milling gold ores usually extend to a depth of two or three hundred feet. Then the sulphides, containing lead and silver, deeper still, the copper sulphides, and below all a copper gold product will be mined that will cause all centers to sit up and take notice.

Mining in Bohemia has been given a better start the year past than for many years before, deeper mining has been looked to, upper levels have furnished surprises for many. Free milling ore will be amalgamated, returns used in developing lower levels, and the base, or sulphide ores, will soon be in evidence; smelter and railroads a close second.

North Fairview, Sweepstake, Mayflower Syndicate, President, Vesuvius, Utopian, Wall Street, Hyatt, Winchester, Hartley, Oregon-Colorado, Happy Jack, Golden Slipper, Riverside, and a number of others are in a radius of four by six miles in the Bohemia district.

James Humphrey, who resides near Irving, has four Jersey cows that are producing forty pounds of butter a week or 160 pounds a month, worth at present market price over \$55 per month or an average of nearly \$14 to the cow. Who can say that the right kind of cows do not pay? There is an active demand for good milch cows in Eugene.

OH, OREGON! OH, OREGON!

UNIVERSITY OF OREGON.

Words by I. M. Glen.

Music by Frank Strong.

Not too fast.

TENORS. QUARTET.

1. There's a pret - ty lit - tle vil - lage In a val - ley in the West; Past the
2. For her sons are just as no - ble, And her daugh - ters just as fair, As the

BASSES.

vil - lage winds a riv - er, Fed by snows on moun - tains' crest; Near to
no - blest and the fair - est That e'er breathed the liv - ing air; And nee

banks there stands a col - lege, Full of dig - ni - ty and fame, And the
spir - it all is joy - al, And we'll have the world to know That the

'Var - si - ty of Or - e - gon's The In - sti - tu - tion's name.
bonds can ne'er be bro - ken Formed in dear old U. of O.

CHORUS.

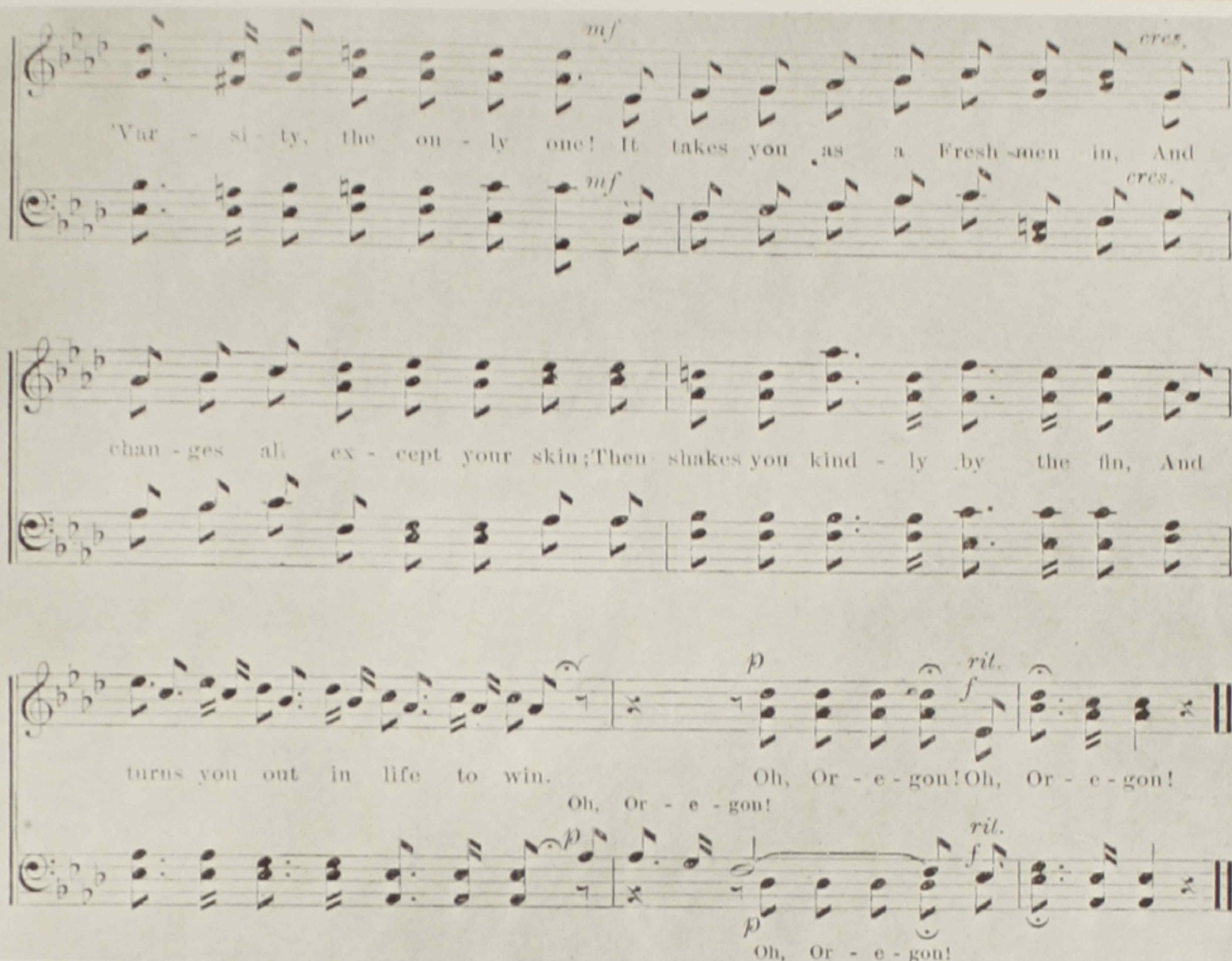
Oh, Or - e - gon! Oh, Or - e - gon! Oh, Or - e - gon! The

Oh, Or - e - gon! Oh, Or - e - gon!

Oh, Or - e - gon! Oh, Or - e - gon!

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The Irresistible Appeal of Eugene

By O. H. Skotheim

YOU may admire certain other sections of the West. Eugene is to be loved. It creates passionate devotion.

I love travel. This is the chief reason for having seen the best of our land.

Since leaving as a boy the wonderful mountain valleys of far-off Norway, I have never been quite satisfied with scenery till I beheld the gentle charms among the dreamy hills of the Southern Willamette.

Here I surrendered.

Must I tell you my reasons for this surrender?

Gladly.

This is a young man's country. Oregon is far from being a new state. Nor is Eugene a **young city**. Here one searches in vain for the "wild and wooly" features of the far west.

And yet—where did a young man find a chance calling for larger capacity?

Where did opportunity smile with more fascinating charms, and call you with a sweeter earnestness than here?

On our fair city's border flows the stately Willamette, conscious of power and magnitude. One of its arms alone has enough hydro-electric force to turn the wheels of ten thousand factories.

In pleasing, gently rolling landscapes extends our wealth of fertile soils in all directions—the golden opportunity for a million ambitious men to create vineyards, orchards and farms. Instead of being "the rich man's sport," the wonderful orchard soils and climates of this western Oregon-land will become the consoling hope of the dusty, hungry and fatigued millions in our large eastern cities.

To realize a dream so fair our men must learn to think in terms of **humanitarian duties**, instead of simply dollars.

Over on yonder hill-crests behold the rich green now blending with the dark blue and violet hues. Did ever Sargent or Whistler

create such a prodigal wealth of color-material as you have seen in many a sunset over on those western hills?

From beyond those ranges comes the call of the forest. Here, within a few miles, is found the largest timber wealth of the American continent. Along these many hills grow the materials for millions of beautiful homes. Some day Eugene will be sending out train loads and cargoes of her prosperous furniture factories. It rests with our citizens to make her the "Grand Rapids of the West."

On our hillsides graze numerous herds of sheep and cattle. In the nearby mountain gorges glisten the precious metals. As if this was yet insufficient—in the heavens above the most delightful climate between the poles is concocted into an exhilarating blend.

This is Eugene—without exaggeration.

Does it appeal to a young man?

Eugene gives more than she takes.

There are cities in our Great West that resemble the Dead Sea in this: they want all you have; all they give in return is a nauseating after-taste. To the typical old-timer (land owners or real estate operators) the incoming strangers were like unto the rippling waters of Jordan,—flowing innocently into the stagnant pond of bitterness and death.

If Eugene simply absorbed, drained, exhausted and called for more, this appreciation would never be read by home seeking thousands.

Eugene wants you;—this is true. But you always want her fully as much. Eugene realizes the greatest of all publicity factors—returning real values for the strangers' gold.

Can you explain the general satisfaction of her business community?

Why are the knockers confined to a few lazy, shiftless, envious, bleareyed, curbstone-loafers, whose only contribution to community life is the nauseous and abominable floods of tobacco juice wherever they happen to congregate?

Simply because Eugene has given generous compensation in return for energy, progressiveness, and conservative investments of limited cash. Her eternal glory is She Makes Good.

Eugene puts emphasis upon things relating to mind and heart!

Behold her spires. God need not be

ashamed to call the attention of Heaven's hosts to the splendid sanctuaries the faith of his Son has built.

Have you seen the cluster of structures near the banks of the Old Willamette, where the youth of the state assemble when the leaves turn crimson? This is Oregon's University.

This institution is in the front rank among Western schools and its alumni among the most active builders of the New Oregon.

Eugene has several other institutions of higher learning. Music, oratory, song, literature and art have a secure place among the activities of this community.

Where, please, find you a happier blend of the hoary past and the pulsating present than where your "Bossy" listens with ancient sedateness to a quotation from Virgil?

Mixing Latin declensions with the chorus of the barn yards speak well of your democratic educational ideals.

Happy Eugene.

She learned long ago to mix culture with common life.

At an early day the prediction will materialize that between these protecting mountain ranges—on these valley lands—the highest type of civilization known in the history of man, will develop.

If, in the midst of this bewildering mass of real greatness in opportunities and life's pleasures, one can yet remain a knocking, carping critic, may God have mercy on his calloused heart and hardened soul!

Eugene's appeal to the man who wishes more than any other thing to live and labor is surely irresistible.

Here:

"Rich prairies decked with flowers of gold
Like sunlit oceans roll afar.
Broad lakes her azure heavens behold
Reflecting clear and trembling star.
And mighty rivers mountain-born
Go sweeping onward dark and deep
Through forests where the bounding fawn
Beneath their sheltering branches leap.

And craddled 'mid her clustering hills
Sweet vales in dreamlike beauty lies,
Where love the air with music fills
And calm content and peace abide;
For plenty here her fullness pours;
And sent to seize her generous stores
There prowls no tyrant's hireling hand.



A FLOCK OF WYANDOTTES.

Paying Poultry Business of Today

By E. J. McClanahan

How well I can remember only a few years back when the farmers of Lane County would bring in a dozen chickens and sell them for \$2.50 per dozen and take their pay in groceries or other merchandise. Wheat at that time was worth only 40c per bushel.

Now I am often asked the question:

"Will it pay to raise chickens and pay \$1.00 per bushel for wheat?" and I always answer "yes."

For instance, today a farmer brings in a dozen Plymouth Rock hens that will bring him at least \$12.00. Now compare this with the \$2.50 per dozen and wheat at 40 cents, and you will see that you can make money and pay \$1.00 per bushel for wheat. It is a conceded fact that you can put a pound of meat on a chicken cheaper than on a beef or a hog.

At the time you were selling hens for \$2.50 per dozen, you were getting 8 to 10 cents per dozen, in trade, for eggs; while to-

day, eggs are worth 25 cents, or more, per dozen, and you do not have to take it in trade, but your cash is cheerfully ready for you.

Poultry shows a few years ago were comparatively unknown, but it is different today. The poultry shows are looked forward to with great interest by the average poultryman. In visiting the poultry show of Lane County you will see as fine poultry as is raised in any state in the union, and a great many of our farmers are taking a pride in producing standard poultry, and find that it pays much better than when they raised the common "dung-hill" fowl. While we yet find a few people that insist on simply "keeping chickens" and follow the old methods and use any rooster that will cause the eggs to be fertile, the majority of farmers are following better methods and have buildings and coops better adapted, yet not necessarily more expensive.

They keep a much better grade of fowls, so that today they not only have the benefit

of higher prices, but of better methods and stock, as well. Not only are the returns greater, but any man should take greater pride in a uniform lot of fowls than in a lot that contained a sprinkle of all the blood in the standard.

As an indicator of the increased interest in the poultry business in Lane County, I will say that in 1900 I only sold two incubators in this county, while this year I have sold 62. This alone would show that the farmers are taking a greater interest in poultry, and I do not consider that there is any country better adapted to the poultry industry than is Lane County. Feed can not be produced elsewhere any cheaper than it can be here. Any of our soil here will produce kale in abundance and there is no better green feed for fowls. If the farmer would devote one quarter acre to his kale crop, he could have plenty of green feed the year around. Our soil will produce good alfalfa and clover, which is also an excellent feed for chickens.

A great many of our farmers are now making good money on poultry. If the farmer would pay as much attention to his poultry as he does to his other stock and see that they are properly housed and fed, he would reap a good profit off of one dollar wheat.

Few people realize the importance of this industry, yet it is a fact that there are more dollars paid out for eggs alone in the United States than for the combined wheat crop.

The climatic conditions of Lane County positively can not be excelled for raising poultry, as we do not have the extreme hot or cold weather. Modern methods of caring for chickens will get the maximum results here.

The poultry business does not require as great an investment to start as most other lines and you can reap good returns from the start.

Low Cost of Building

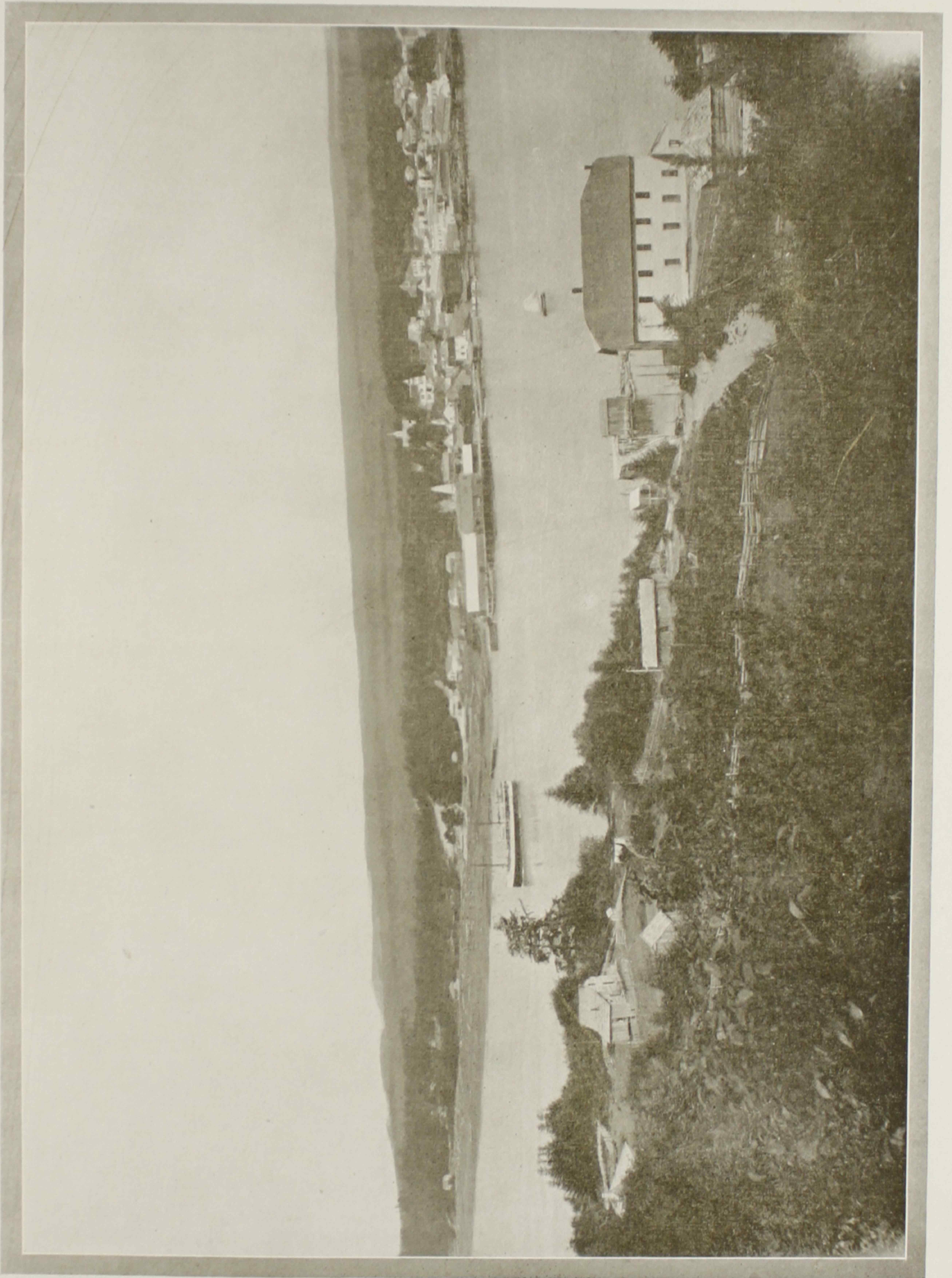
Owing to the low cost of lumber, it is surprising how cheaply a very comfortable modern bungalow can be built in Eugene. With any amount from as low as \$500 to \$1,000, prudent judgment, and taste, a "comfy" little home of four to six rooms can be constructed and have practically every convenience. On outlying city lots, half acre or acre tracts, there have been many new homes of this type started within the past few months.

While the University Center has its stylish home from \$2,500 to \$10,000, outrivalled by none, yet the exercise of ingenuity in the construction of a neat little bungalow, with a big fireplace, gives some really attractive results. The "rakish" little bungalow for small families is very popular. There is a pronounced demand in Eugene for modern homes for renting. All new houses with modern conveniences are quickly taken. Newcomers, as a rule, select a lot and build as soon as possible. As a single item of illustration will serve to show home-builders, in Kansas, where flooring costs \$50 to \$65 per thousand feet, it can be had here for \$30 to \$35 per thousand. There is no more beautiful wood for grain effects than the Douglas fir of this locality.

Lane County Asparagus Popular

Lane County is producing as fine fresh and canned asparagus as is produced in any one of the most favored sections of the United States. This is the verdict of experts when they have satisfied themselves by seeing and testing the quality of the product. This season's cut is over and there proved to be a far greater demand than the supply. Ten and eleven cents per pound were realized for the product at the outset, while markets north and south of this section of Oregon were varying from three to seven cents. Each acre of the proper kind of soil bears tons of the product. The returns are much quicker than from an orchard. The second year after the plants are set out and properly cultivated, the product is ready for marketing. Portland is a big market for fresh asparagus. Those who are engaged in the successful growing, canning and marketing of asparagus do not hesitate to advise others to go into the business.

Berrygrowers of the upper Willamette Valley have definite assurance of a very profitable future for their crops, as indicated by the numerous inquiries and from bids received by the Fruitgrowers' Association. Altogether favorable conditions are reported for Pacific productions. Hold-over stocks of canned stuff are low. As a result prices for canned fruits of all kinds are good. Eugene annually ships out many car loads of loganberries. Recent inquiries are for currant juice in carload lots, also, for black currants and loganberries, either canned or dried. Cannerymen are urging agriculturists to cultivate more berries, as the market outlook is exceptionally good.



FLORENCE, THE SIUSLAW HARBOR CITY ON LANE COUNTY COAST. JETTY IMPROVEMENT UNDER WAY COSTING \$250,000.

Exporting the Eugene Cherry

Industry of Canning This Luscious Fruit is Growing Into Enormous Proportions

No part of the world produces better cherries than the district adjacent to Eugene, in Lane County. It is an industry that is attaining proportions. During the present season Eugene has shipped 457,899 pounds of cherries of the famous Royal Anne variety. Other varieties for which there is a demand justifying predictions of a highly remunerative future market are the Bing and the Lambert. The Royal Anne is used chiefly for canning. The export crop was picked from a few old orchards. According to the estimates of local fruit men, there are three times as many acres of new orchards already planted and coming into bearing in a couple of years. At present it is about conceded that Eugene ships the most cherries of any place and the fruit possesses an exquisite flavor peculiar to the local climate conditions and soil fertility.

New York, Chicago, and even California, now "look up" to Eugene in the matter of the Royal Anne cherry for the candied delicacy. Man, with all his cunning and contrivances for making clever imitations, has not succeeded in duplicating Nature's own brand of the fat-cheeked cherry—grown without irrigation here. Whether for the decoration of the cocktail or the ice-cream omelette (courteously called "Sundae"), or the punchbowl, or the confectioner's shelves, Mistress Royal Anne is leader royal of them all. Thousands of acres of young cherry orchards may hold equal prominence with the apple.

Genuine sympathetic understanding is felt by all who have tasted the Eugene cherry—whether it is grown in Springfield, Junction City or Creswell, (all being canned here)—with the little daughter of a family that was returning from Europe and was entertaining on board a prominent divine. The weary little miss bravely tried to keep her eyes open so she could see, with her papa, the first glimpse of New York harbor, for which they were all homesick. Finally she heard papa say enthusiastically: "Ah, good old Manhattan!" To which the little girl responded: "Papa, please save me the cherry."

A big industry is developing in Eugene in barrelling the cherry in a liquid preservative. In this form it is shipped in carload lots to New York and other eastern markets, where

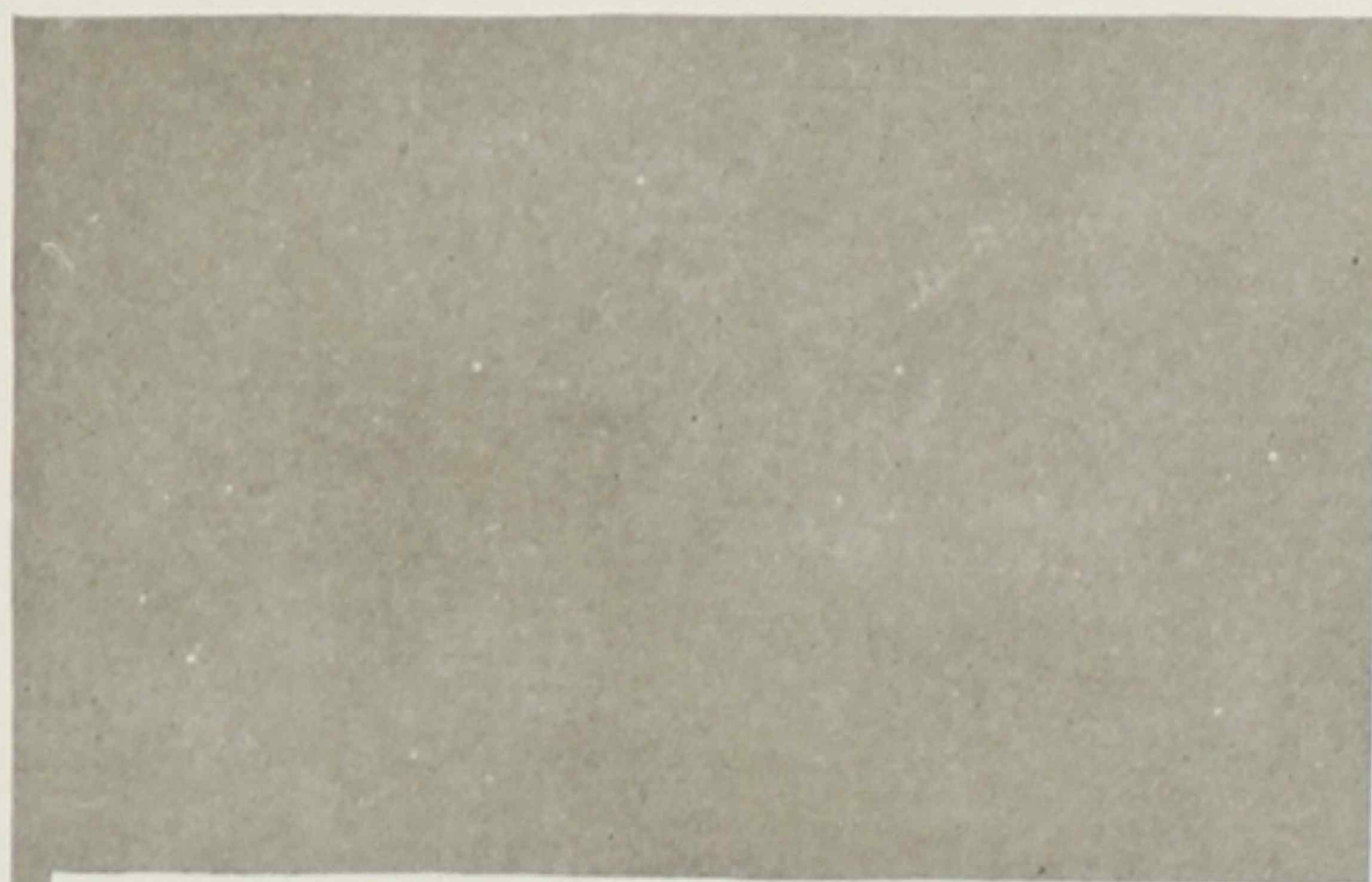
it is processed into the Maraschino and sold over all the civilized world where man dines with knife, fork and linen. A great quantity has been shipped fresh. These are the big cherries that command from 25 to 40 cents per pound on the fruit stands in eastern cities.

The handling of this crop of cherries requires the work of a hundred men and girls at the Eugene cannery. The force required to pick the cherries in various orchards runs into the hundreds. For the product the growers receive over \$80 per ton. On one acre from six to eight tons are grown from good trees. Probably an average would be six tons to the acre. Cherry-buyers this season offered to write contracts to buy Royal Annes for five years at 4 and 4½ cents per pound.

"I figured up what my fifty cherry trees produced in cash during sixteen years," said H. A. Bower, at the Lane County Horticultural Society. "They have brought in \$3,600. In all that sixteen years there were but two failures. The valley is well adapted to cherries."

Lane County is a very large division of territory, and its resources are varied. Correspondents, who are interested in the different parts of the country, are advised to write to the secretary of the Commercial Club, organized and active, in each of the towns named: Cottage Grove, Creswell, Springfield, Junction City, Florence. The latter is near the Coast. Any of these communities are worthy of investigation and are near to Eugene.

Not only is Springfield the largest center for shipping meat in the state outside of Portland, but is fast coming to the front as a dairying center. Springfield now ships daily from 500 pounds to 1,000 pounds of cream. This is gathered from points along the Wendling and Natron railroad and becomes the principal item of the express business along this line. The cattle thrive in the foothills of the Willamette, McKenzie and Mohawk Valleys and the cream is considered by the creameries to be of a better value.



HARVESTING THE CHERRY CROP—FIRST, WEIGHING PICKERS' BOXES—SECOND, VIEW IN ORCHARD—THIRD, HAULING TO CANNERY—FOURTH, BARRELING FOR EXPORT SHIPMENT.

Speaking of Climate, Eugene's Not So Wet

Range of Temperature Each Month for the Past Twenty Months Shows Good Climatic Conditions

A common error entertained about the Willamette Valley is that the rainfall is excessive. The average annual precipitation, according to the latest computation, made by Prof. F. L. Barker, of the University of Oregon, co-operative meteorological observer for the United States weather bureau, based on twenty years' record, is 37.95 inches.

Winter months are intermittently rainy. There is abundant water in wells, springs and numerous streams the year 'round. Excepting small brooks in the hills, the streams do not dry up. Water is reached at an average of about thirty feet. With proper cultivation of crops nature conserves moisture to mature all crops. Irrigation is not necessary, nor is it followed to any extent excepting by those who are engaged exclusively in truck gardening, using hothouses for propagation. Irrigation can be resorted to very easily and economically and can, if wisely applied, increase production anywhere. Answering many inquiries on this point, it may be stated emphatically that you do not have to irrigate fruit to secure bumper crops, nor any other kinds of crops. And experts agree that there is more to the flavor of the fruit grown without irrigation. The Willamette Valley apple matures to perfection and excels in flavor.

Here is the table of temperature and rainfall for eight months of 1911:

1911	Max. Temp.	Min. Temp.	Inches Rainfall	Days No Rain	1-100 inches or more Rain
January	59	21	6.99	17	14
February	57	23	2.44	16	12
March	74	25	0.71	21	10
April	74	26	2.34	19	11
May	82	34	3.15	15	16
June	83	37	1.12	27	3
July	98	42	.07	29	2
August	90	43	0.00	31	0

Marietta, O., Charleston, S. C., St. Louis, Mo., Washington, D. C., Albany, N. Y., and other eastern cities have as much or more rainfall than the Willamette Valley. The highest temperature in 1910 was 95 and the lowest 16. There were 244 days on which there was no rainfall. Average temperature, 55.5. Range of

temperature from December to March, between 40 and 50 degrees.

1910	Highest Temperature	Lowest Temperature	Inches Rainfall	Average of 20 Years' Rainfall	Days With No Rain	Days with 1-100 inches or More Rain
January	55	16	3.49	5.19	18	13
February	57	18	4.18	4.93	10	18
March	70	30	2.11	4.44	22	9
April	86	32	1.74	2.58	20	10
May	84	41	2.47	2.61	22	9
June	89	39	1.03	1.36	23	7
July	95	42	0.00	.40	31	0
August	88	41	0.00	.32	31	0
September	82	38	1.08	1.66	24	6
October	80	31	2.37	3.04	20	11
November	66	31	10.51	5.66	12	18
December	60	29	4.11	5.84	11	20
Year	95	16	33.09	38.10	244	121

Mr. W. E. Young, a recent settler from Dakota, is doing good development work for himself on a sightly eighty acres, which he purchased at an attractive figure on the rolling hills southwest of Eugene. He has set out twenty acres of apple trees and is clearing additional acreage for other fruits. He is building a new home that overlooks one of the prettiest scenes in the Willamette Valley, and is near enough to the lights of town to be considered a suburbanite—and not a ruralite—and yet independent enough to be a ruralite. Together with his brother he is venturing into the chicken raising business and has erected a large chicken house with all the newest improvements.

Churches in Eugene

There are thirteen church denominations and societies in Eugene. Among them are the Presbyterian, Methodist, Catholic, Episcopal, Baptist, Congregational, Norwegian Lutheran, Christian Science, Unitarian, United Brethren, Evangelical, Christian, etc. All the leading fraternal and beneficiary societies are represented by strong organizations. There are ten Grange organizations in Lane County, and all farmers participate in their meetings.



LITTLE TRACT FARMS LIKE THIS ASSURE INDEPENDENCE TO ANY INDUSTRIOUS FAMILY.

Making Money on Five Acres

CAN I make a living on five, or ten, acres of land?"

This is the persistent, burning question heard times without number. It can be done—is being done—in the Willamette Valley, but, despite actual demonstrations in the affirmative, the editor of this publication hears the fact challenged. As to how not only a living, but a good income may be made off a small tract of good soil, right here at Eugene, one need not depend upon "lessons by mail," when better testimony, such as is illustrated in the case of A. E. Barnum, rural route No. 3, is close at hand.

Lane County is not exclusively a one-product country. Neither is it given over entirely to fruit-raising. The fruitraising business, however, is rapidly taking on proportions here. The presence of a strong co-operative canning and marketing association has, of course, much to do in promoting success in that line. Lane County is magnificent in its variety of resources and opportunities for industrious effort. A field of asparagus, artichokes, rutabagas, onions, celery, sweet corn,

or the like, a five-acre grove of walnuts or filberts, or an equal number of acres in apples, cherries, peaches, berries, or vegetables—any of these are as good as a government bond promising an income.

"But how am I to make a living on a few acres while my orchard of trees is growing?" is the next query by many who are thinking chiefly of orchard cultivation, but are hesitant about breaking loose.

It is unnecessary to wait for an orchard of trees to grow to maturity. Mr. Barnum didn't do any waiting. A few years ago, not many, he bought a five acre place for \$800. Cheap? Certainly it was cheap. But land values have been advancing since this piece of ground changed hands. Thirty-five hundred dollars was refused for it the other day. It hasn't much of improvements to speak about, but it is a wonderful example of farming on a very small scale to great advantage.

Mr. Barnum has specialized largely in berries and has built up a little reputation, so that his crop is contracted for before it is ripe. Along with berries he grows a good variety

of vegetables and other commodities. His rotation of crops is managed so that certain pieces of his garden farm produce twice per year. He begins taking products to market in March, and so on throughout the larger part of the year, finishing up with cabbages and potatoes late in the fall. He keeps chickens, one cow and one horse. He buys some feed—but little—to eke out the winter feed of a Jersey cow, but from his own place on a small piece of ground he gets three tons of hay, oats and vetch. A list of what he grows includes loganberries, phenomenal berries, mammoth blackberries—(practically life-size in the picture)—premo-blackberries, Himalaya berries, red raspberries, black raspberries, gooseberries, strawberries, sweet corn, rhubarb, peas, beans, turnips, cabbages (set out in October and ready to sell in March), onions, melons, etc., etc. There are about 120 bushes of gooseberries. From these 146 gallons were gathered and sold, besides what was used at home. At the first of the crop

season his mammoth blackberries are in great demand at \$2 per crate, and never less than \$1.50 per crate. There are only three rows of the loganberries on his place, 28 rods in length, but the yields from these wonderful bushes are so good that Mr. Barnum hesitates to demonstrate it in figures—and the writer does not blame him for keeping the amount to himself. Anyhow, he has the money for them.

The fruit trees on this place do not amount to much. Mr. Barnum does not try to raise more than is needed for home use. The amount of marketable commodities that comes from this intensively cultivated patch of a farm is truly astounding. It is done without irrigation, but Mr. Barnum says he cultivates early and often—and repeats. It is a genuine pleasure to walk through the different sections of his fertile little estate and note the care given to every foot of the land. There is a good market for all that he can produce. He says, if the quantity were several times greater he would find ready sale for all of it.

Forest Wealth of Lane County

Lane County's timber is its greatest wealth-producing asset in the mountains and valleys that lie back varying distances off the main valley. The industry is growing and as many of the great tracts for lumber manufacturing have as yet been scarcely touched, and as much of it is easily accessible from Eugene, this city will remain the headquarters of these operations. More than half of the county is timbered and the logged-off acreage is not great. The greatest of the forest giants are 400 to 500 years old, according to the estimates of scientists.

Within the past year the National forest service cruised the timber within the National forests and arrived at some figures which, while estimates at best, conclusively show that between 48,000,000,000 and 50,000,000,000 feet of merchantable timber is in the county.

A number of years ago a fire swept over miles of the coast country, utterly destroying all of the timber. On some of this land trees grew up again, and are now large enough for poles and piling, but not for the saw. In thirty or forty years they will be ready for the lumberman. On areas where no forestation has started, the forest service plans soon to plant seeds of suitable trees in the hopes that in future years there will again be timber for the people of Lane County.

The total stand in the two forests, it will be noted, is very near to thirty billion feet. Competent authorities say the national forests contain very near five-eighths of the standing timber of the county, which would indicate that the total stand of timber of merchantable size would amount to between 48,000,000,000 and 50,000,000,000 feet. However, the mills cut little else than the fir, of which there are 25,000,000,000 feet in the National forests, and by the same properties, 32,000,000,000 to 34,000,000,000 in the entire county.

The mills of Lane County for the past year cut between 175,000,000 and 200,000,000 feet of lumber, 90 per cent of which was shipped to outside markets, leaving 17,500,000 to 20,000,000 feet for the home consumption. Mr. Dixon, of the Booth-Kelly Company, estimates the consumption of lumber in Eugene the past year at 10,000,000 feet.

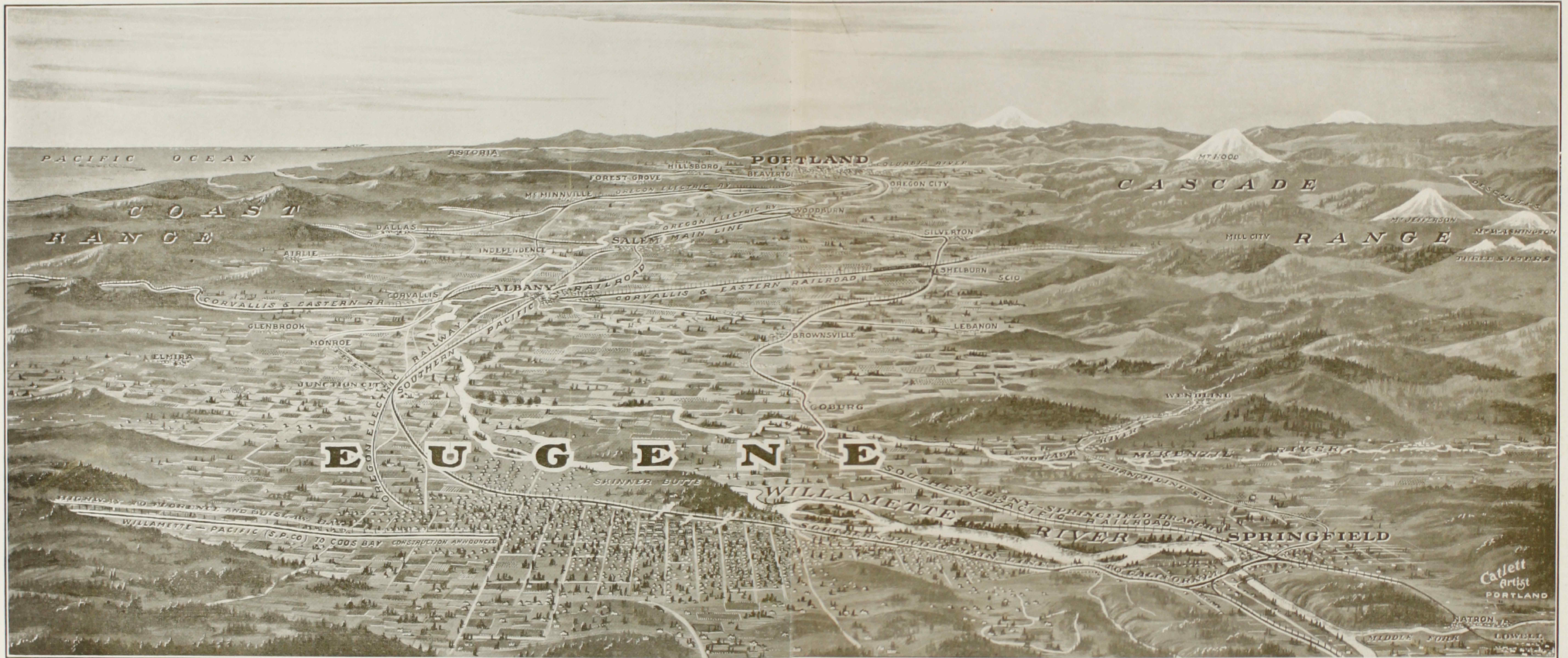
Of the lumber shipped from Lane County, about half of it goes to eastern states, and the other half to California points. The greater part is shipped by rail, but the mills on the Siuslaw ship by schooner to California ports.

Nine thousand acres of burned over timber lands in Oregon and Washington are to be seeded with Norway spruce and Scotch pine, according to an announcement made by J. F. Kimmel of the National forest service.



JUST AS GOOD AS THEY LOOK, OR BETTER—PLATE OF PHENOMENAL BLACKBERRIES FROM MR. BARNUM'S PLACE.

Aeroplane View of the Upper Willamette Valley Near Eugene



THE UNIVERSITY CITY IS THE COMING TRADE AND TRANSPORTATION CENTER OF THE SOUTHERN WILLAMETTE VALLEY AND THE GATEWAY TO EASTERN OREGON—THE P. E. & F. LINE BETWEEN CORVALLIS AND EUGENE, VIA MONROE, IS ROUTED WESTWARD MORE DIRECTLY THAN INDICATED IN THE SKETCH.



MODERN IDEA IN SPITZENBERG APPLE CULTURE IS ILLUSTRATED IN GEO. V. FLETCHER ORCHARD

What I Discovered in Apple Culture

By S. Rugh

"When I landed here four years ago, and observed the lack of care some old orchards were receiving, I decided that apple culture here for some reason or other was a failure or the orchards would be receiving more care than was in evidence. Like all the rest, taking them for example, I neglected the orchard I bought, thinking it not worth while to give it any care.

"But last year I decided to give it a trial, and by thorough cultivating, spraying, pruning, and thinning, the results were even better than I could have expected. The apples were twice as large, much better matured, and of a good color and texture.

"I lived for fifteen years in an excellent fruit country under irrigation. With all my observation of fruit culture under irrigation and that not under irrigation, I am persuaded that if we thoroughly prune, cultivate, spray, and thin, that there is no need of irrigation in

this country to produce the very best of apples. We not only get the size, but color and keeping qualities. Apples picked last year and stored in my barn without protection of any kind, kept until the middle of July.

"If there are those who do not make money out of their orchards, providing they have the commercial varieties, it is because of lack of attention. A tree here without cultivation is a worthless thing. Plenty of moisture falls, if conserved by preparing a dust mulch, to last through the dry season, and the dry season is just what we want to mature, and give texture and color to the apples.

"If any one reading this article was here last fall at the district fair, or at the apple show, and saw the fruit raised by people who care for their orchards, they will not doubt my statements."

Various Products and Profits

In George Dorris' filbert grove, (he grows strawberries in the spaces between the trees), there were some of the young trees that bore, this year, eighteen pounds. Two varieties, the Du Chilly and Barcelona, are grown.

English walnuts come into bearing the seventh year, although the quantities are small. These are from the grafted trees. H. J. Reynolds estimates that, by proper treatment, the grafted six-year-old tree can produce twenty pounds of nuts. When nuts come on the young trees before the fifth or sixth year they are cut off.

On twelve acres Robert Allison raised 50 bushels of oats to the acre. They weighed out 70 pounds to the bushel.

E. M. McBee raised 1,850 bushels of potatoes off four acres of land. Potato farming is promised big returns. The product from this section is much desired in the markets because of the exceptional flavor of the "spud."

On the Henry Douglas place 120 gallons of gooseberries were raised from vines two years old.

At the Junction City pumpkin show, George Harper showed some of the products and results of intensive cultivation on his orchard. Between the spaces of his peach trees he raised beans and realized \$40 per acre from the same. The trees are doing splendidly. They have been planted eighteen months.

White egg turnips, weighing ten pounds and more, are raised by D. E. McKee.

From John Thrumer's peach orchard \$1,170 was realized from about two acres of bearing trees.

Clarence Koon states that clover raising has been both profitable and practicable for him for hay and seed. Speltz has been another specialty, yielding 65 bushels on an average crop.

A. Quaif, residing on the river road, is one of the comparatively recent settlers who has demonstrated that the rich bottom lands of the valleys will grow good corn. Last season his field of twenty acres yielded as high as 100 bushels to the acre. This is exceptional, but a very fair grade of corn is grown. Vetch, rye, and other forage foods are relied upon for hog feed.

M. C. Brent got 320 bushels of onions from one-half acre of black land. He sold at \$1.14 per bushel. From one-third of an acre, A. E. Whitaker harvested and sold 8,766 pounds of

onions, beside what the family used, making more than 9,000 pounds. Edward Zinniker is growing onions at the rate of eleven tons to the acre on a small patch of beaver dam land.

W. T. Simmons, near Junction City, farms on forty acres, twenty-five of which is devoted entirely to garden truck and all of the product goes to the local markets. His income is about \$3,500 per year.

Fred Rasmussen keeps between 250 and 300 chickens and the average income from each hen is \$3.00 to \$3.50 for eggs.

Kale is the prodigious green feed grown for cows and hogs. It is of the cabbage family. The seed is set in early spring in rows or beds. By June the plants are ready to set out about three feet apart and cultivated several times. By October the plants are from two to three feet high and each one will weigh twenty to forty pounds or more. The custom is to cut the leaves for feed and the stalk will at once sprout new leaves.

Ginseng has been successfully raised in different parts of the Willamette Valley. O. P. and G. W. Neff own the second ginseng pen in this part of the state. Their place is located on the McKenzie bottoms and they have 40,000 plants. The plants were grown from seed and the valley loam seems to favor the growth of this plant.

Prizes Won by Oregon

Oregon surpassed all competitors at Chicago, Buffalo, Charleston and Omaha. At the Alaska Yukon Pacific Exposition, at Seattle, 1909, the Oregon horticultural display won seven grand prizes, 24 gold medals, 90 bronze medals, and 68 honorable mentions. At St. Louis, Oregon won 37 gold medals, 152 silver medals, and 72 bronze medals, also three grand prizes. Total, 294. At Buffalo, Oregon won 18 gold medals, at Charleston 34 gold and 14 silver medals, as well as one bronze medal for fruit. In these displays, Willamette Valley apples, cherries, peaches, pears and berries were always to the front. Lane County has won the trophy for the best apple display two years in succession in competition with other counties.

It is not uncommon, by any means, for ripe strawberries to be shown on the markets of Eugene in October.



MASSSED VINES ON MR. BARNUM'S PLACE BEARING HUNDREDS OF CRATES OF BERRIES.

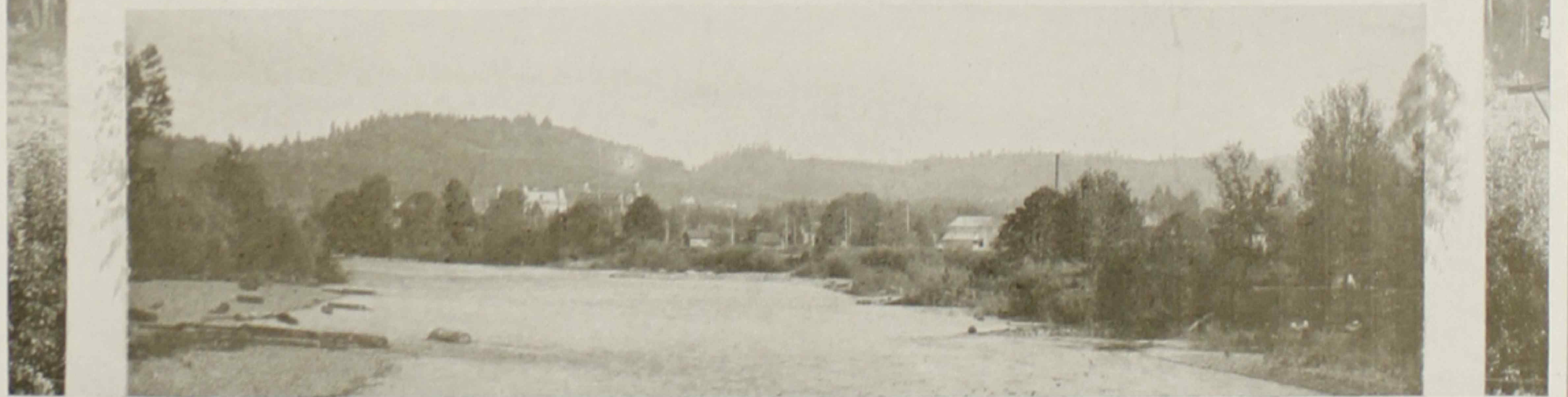
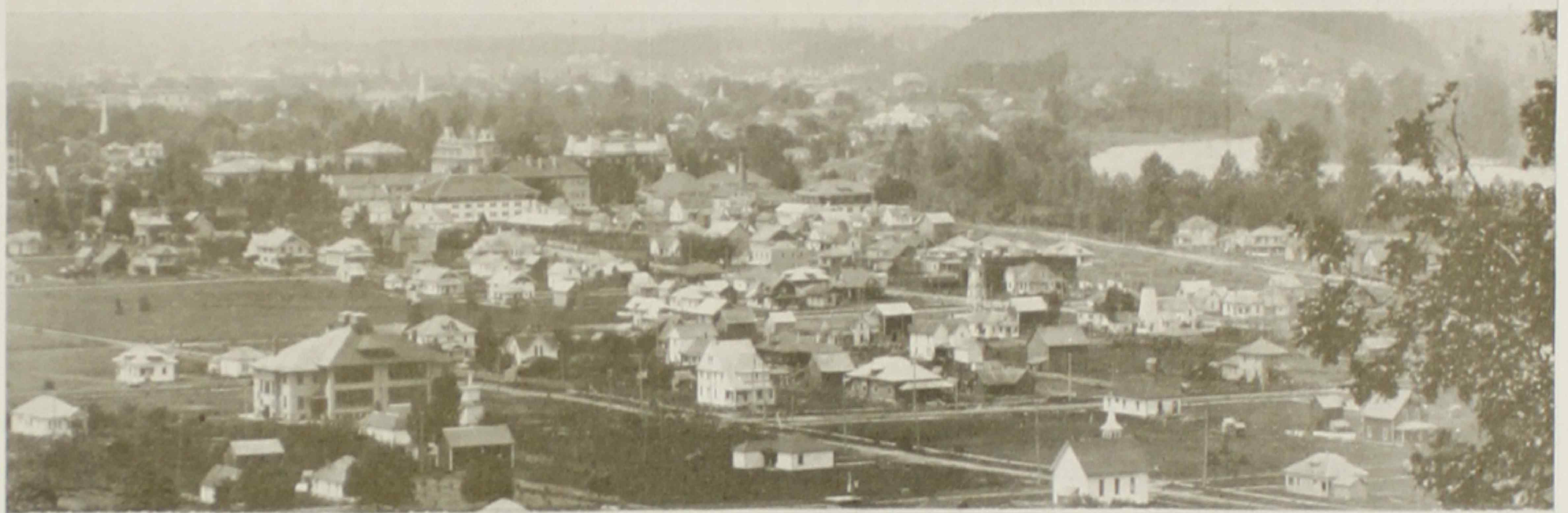
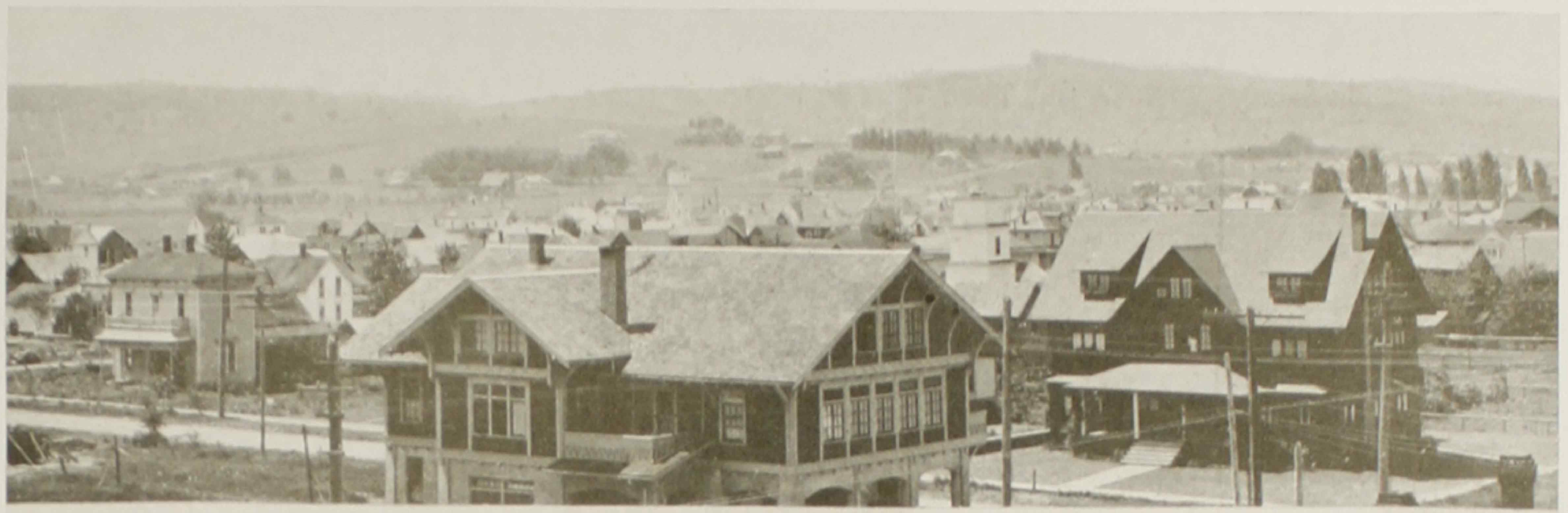
Globe Trotter's Impressions of Eugene

H. Austin Adams, traveler, author and lecturer, who is staying at the Osburn, was asked to give the Eugene Morning Register his impressions of Eugene and the surrounding country.

"There are two very serious objections to Eugene," said Mr. Adams. "The first is that it is so full of good points that nobody will believe me if I write the whole truth about it. And the second is that I would like to bring my family and live here, but I can't—not yet! So I shall have to knock off about fifty per cent of the truth if I want any New York editor to print my story. And I must try to make up for having to live elsewhere, by cherishing the hope that I may go to some place like Eugene when I die.

"The Willamette Valley has no rival in the agricultural world, unless, perhaps, some of the exquisite vales of the south of France. And even those fragments of paradise cannot compare with it in such important features as extent, climate and, best of all, virginity and an

ever increasing population. The vales of the foothills of the Pyrenees are walled gardens of the past; but this magnificent region between the Cascades and the Coast Range is to be the orchard and the garden of a limitless future. I have found as delicious a climate elsewhere, in Raratonga, for example, and in other islands of the South Seas. But to live there meant to exile oneself from civilization; and of the white man of the twentieth century it may truthfully be said that 'man doth not live by climate alone.' Here you have as fine a climate as one could wish—plus schools, churches, refinement, conveniences, and the vitalizing and uplifting forces of culture. Why, a walk up and down your Willamette street, with its amazingly attractive shop windows; a drive through your 'cathedral aisle' shady residential streets; and a peep into your comfortable and artistic homes—all testify to the rare fact that a little county seat in the far Northwest can be as cosmopolitan and deeply rooted in civilization as the oldest and most highly cultured cities of the older world."



GLIMPSES OF SUBURBAN EUGENE—1-SOUTHWESTERLY FROM U. OF O. CAMPUS— 2-LOOKING UP WILLAMETTE RIVER FROM SKINNER'S BUTTE—3-YOUNG ORCHARDS—4-U. OF O. FROM THE CAMPUS

An Aeroplane View of the Valley

Aspects of Vast and Fertile Lane County Viewed From the Crest of Spencer Butte

JUST to the south of Eugene and near the geographic center of Lane County, Spencer Butte, a conical peak, rears its head 1,800 feet above the general level of the Willamette Valley, which serves as a coign of vantage from which to view the empire of nearly 2,000,000 acres that comprise Lane County.

It is indeed an inspiring panorama which is spread out before the beholder. To the northward, so near that the houses are clearly discernable, is the city of Eugene; farther on to the north are Irving and Junction City; to the northwest, just beyond the hills which creep down to the Willamette River, is the city of Springfield, with Coburg just visible beyond. Eastward are Goshen and Creswell. On either side are the mountains, the Cascade Range on the east and the Coast Range on the West.

It is not the cities, however, which hold the observer. To the south and southwest he sees fir covered hills rising one after another like the waves of the sea, with little pockets of farming territory in the valleys. In the quarter of the circuit from northwest around to northeast he sees the highest developed farming section of Lane County.

Stretching away for miles and miles, so far that the eye can hardly follow, is the level floor of the upper end of the great Willamette Valley, checkerboarded with the tilled fields and the orchards of prosperous farmers. Wheat, oats and barley fields are numerous, but the well-kept orchards are taking a greater and greater part in the picture. Apples, such as have carried off many prizes in competition, cherries that have topped the cocktails of a nation; peaches to make one's mouth water; and prunes for a winter's supply for the world's boarding houses are grown in the orchards before one. Hop fields show along the river bottom lands and here and there is a vineyard. Across the scene runs the rivers which make for perpetual freshness of vegetation—the Willamette and its two branches, and the McKenzie and the Mohawk.

To the eastward from the observer is a broad continuation of the Willamette Valley, cut off from the main valley by a low range of hills which comes down to the river on

either side—land that is making splendid orchards for apples and peaches. And away to the westward is another pretty valley—Spencer creek—marked off into fertile farms and stock ranches.

But this is only the foreground of the picture. Over the hills to the south is Cottage Grove, the gateway to the Bohemian mining district, and to some of the largest bodies of standing fir timber in the county. To the southwest, just over the hills, is the Lorane Valley, being set in small tracts, to commercial orchards.

Beyond those blue mountains on the west is the Siuslaw Valley, where apple pests are absolutely unknown, and where dairying is already becoming a prominent industry. Timber, too, covers the mountains, though not so heavily as the Cascades to the east.

Over there beyond Springfield on the northeast opens up the gorge of the McKenzie—a river whose turbulent flow will some day develop 100,000 horsepower to turn the wheels of the empire through which it flows. In fact, its waters are already being chained. At Waltherville the City of Eugene has completed a plant to generate 2,400 horsepower and at Martin's Rapids the Northwestern corporation is putting in a \$1,000,000 plant to supply the whole upper end of the valley with electrical energy.

Above all this and extending back for 60 miles to the crest of the Cascades are the timbered foothills which carry much of Lane County's wealth. Something over a million acres of this hilly land are within the confines of the National forest, and according to the figures of a preliminary cruise by the forest service, there are in this reserve fully twenty-eight billion feet of saw timber, and authorities say this will cut 25 per cent in excess of this preliminary cruise.

In this timber, game is plentiful and varied, comprising the elk, deer, bear, cougar, panther, wildcat, wolf, etc., and of the feathered tribe, geese, ducks, grouse, pigeons, dove and quail, and the streams are filled with the gamiest of trout.

And then the snow-capped peaks. Clustered together are the Three Sisters—Faith, Hope and Charity—the goal last summer of

the Mazama mountain climbers for a month's outing, and south of the Sisters is Diamond peak, along the base of which the new Shasta Route of the Southern Pacific Company is being constructed.

Is it any wonder, then, that the one who climbs to the top of Spencer Butte is impressed by the scene of the tremendous potential resources laid out before him? The very distance he can see adds to the immensity of all of it, and the orderly farms; the many well-kept farm houses, the spreading cities, the vastness of the territory awaiting development, all make him think that Lane County, Oregon, is indeed a place in which to cast his lot.

Eugene at Omaha Land Show

The Willamette Valley will be represented at the Omaha Land Show, on October 16 to 28, with displays from four Willamette Valley banner counties. Among these will be Lane County, which is noted for its great variety of agricultural and horticultural production. Every reader of "Anybody's," who is interested in learning first-hand about Eugene and Lane County, and who can manage to attend the Omaha Land Show, is urged, in his own interest, to visit the exhibit and hear the illustrated talks which will be given in connection with the display. All kinds of information will be freely dispensed at the exhibition. It will be found that while many districts will be given over largely to the display of one fruit product, Lane, Linn, Benton and Marion Counties will excel in the surpassing quality and great variety of farm products grown in this section.

C. N. Bertelsen is a dairy rancher who believes in the highest grade herds of milkers. He owns and directs a splendid dairy farm of about 200 acres and he has some of the best

strains in the entire country. One milk cow is valued at \$150. Mr. Bertelsen says that several of his best milkers will make him an annual income of \$100 per head. Mr. Bertelsen figures his income on the basis of wholesaling the product to Eugene milk deliverymen. There is every encouragement here for the high-grade cattlemen and the demand is always good for high-class milk cows.

Automobile roads lead everywhere through Lane County, from Eugene. Nearly every day throughout the summer touring cars passed through going and coming from California. The trip to Portland, 135 miles, by highways, is negotiated in nine hours. Excepting during continued rains the roads dry up quickly and traveling by machines over the country is pleasant until December. Many autoists keep their cars in commission throughout the rainy period. The season for machines continues from April to November.

Eugene has a system of the finest paved streets in this part of the state. All the principal streets are hard-surfaced. Contracts are now being executed for paving several additional residential thoroughfares. Several miles of first-class macadamized roads have been constructed leading out of the city during the past year.

Of Eugene's manufacturing enterprises, besides saw-mills, numerous planing mills, there are a cloth and woolen mill, excelsior factory, two iron foundries, flouring mill, incubator factory, fruit cannery, vinegar factory, creamery and various smaller industries.

Lane County holds at Eugene every autumn an apple show, in which a great showing is made of fancy fruit for the Eastern market. This year the show is scheduled for November 3 and 4.

Eugene's Substantial Growth at a Glance

	Popula- tion.	Postoffice Receipts.	New Buildings.	Bank Deposits.	Assessed Valuation.
1900.....	3,200	\$ 9,664.00	\$ 722,487.15	\$1,491,150
1905.....	5,400	15,704.00	1,268,090.22	1,853,695
1907.....	7,000	20,710.17	\$ 250,000*	1,480,289.02	3,513,487
1908.....	8,800	25,120.09	600,000	2,493,477.09	3,509,620
1909.....	9,500	30,079.77	1,000,000	2,581,955.00	4,740,645
1910.....	12,000	35,431.65	1,000,000**	2,872,382.48	8,000,000
			439,288***		

*First building permit ordinance.

**Includes \$300,000 of public utility betterments.

***Eight months of 1911.

Fruitgrowers Association a Success

No one movement has done more to promote the use of modern methods in fruit growing than the recent organization of the Eugene Fruitgrowers' Association, a co-operative body, in which the farmers and horticulturists of the county are the leading factors. This body is urging the introduction of scientific processes in a still greater degree, and the result will undoubtedly be lasting.

The canning plant of the Eugene Fruitgrowers' Association is one of the largest and most up-to-date in Western Oregon. The Association took charge of the factory last spring and has practically finished its first season. It has enlarged and improved the plant, but the greatest benefit derived from the purchase perhaps lies in the renewed interest that has been awakened in the fruit producing sections of the county.

Officers of the association are H. F. McCornack, president; J. Beebe, vice-president, and J. O. Holt, secretary and manager. These gentlemen, backed by the farmers and fruit growers at large, have been active during the summer in placing the plant in a most efficient condition, and in furthering the interests of the horticulturists generally.

The packing and canning factory has been in existence for the past twenty years. It formerly was known as the Eugene Canning Company. Later its ownership was changed and it passed under the style of the Allen Fruit

Company. In 1910 the county fruitgrowers organized and acquired possession of the plant.

Numerous changes have been made during the past season in accordance with a policy which has as its object the operation of one of the best and most efficient packing and canning plants in the state. One of the notable improvements was the installation of a box-making machine, which has a daily capacity of 1,000 boxes. Two sanitary can closing machines with a capacity of 20,000 cans a day, have been installed; also a spray manufacturing plant and apparatus for manufacturing preserving solution for Maraschino cherries—the only one in the state.

Some conception of the size and importance of this industry may be gained from a list of the shipments during the year 1910. Ten car loads of Royal Anne and one of blackberries were sent to Eastern markets. The firm handled \$2,500 worth of strawberries and canned two carloads of Logan berries. Four carloads of pears were canned and six carloads packed and shipped. Other shipments include fifteen carloads of dried prunes, thirty of green apples, and six of canned goods other than pears.

It is conceded that the orchard products raised here are equal to those of any other part of Western Oregon, and if proper care is exercised, its fame will be still farther extended.

Best Country for the Farmer

This western country is prosperous. It is growing and it has more room to grow. The charm of existence draws those who are sick and tired of rigorous weather conditions. Nature has provided this country with a mildly equable climate, winter and summer, that has the fewest objectionable features of any. Even Californians get tired of their monotonous sunshine and dryness. The Willamette Valley will, in time, become densely populated. Here intensive methods of cultivation of the soil, applied with intelligence and industry, brings big returns and guarantees a competence. The husbandman does not have to struggle with such difficulties as crop failures, drouths, storms, long, cold winters, floods or pests. When you, Mr. Farmer, reflect upon the changeableness of seasons in some parts of the Middle West, on

thin-soiled land, the rocky, wornout farms, on which crops are limited and uncertain at best, observe that it takes a lifetime to earn a home or establish independence for your family. Come and see the superb country around Eugene, or Junction City, or Springfield—they're all good. In few desirable places in the state are general farm lands so reasonable priced. They are advancing and never will be any lower than now. Visit with our real farmers, write, or better, talk to them. Most of them are busy and have little time for answering letters. One farmer received sixty letters from people after reading "Anybody's Magazine." We have a special bulletin of thirty pages on intensive cultivation of fruits, nuts, berries and vegetables, which is of prime interest to small tract cultivators. We shall be glad to send it.

EUGENE'S SISTER CITY, SPRINGFIELD, IS CONNECTED BY STREET CARS AND HAS A POPULATION OF 2,500.

Springfield, Eugene's Sister City

**Flourishing Community on East Bank of Willamette Has Milling Pay-rolls and
is Growing Rapidly**

THE town of Springfield adjoins the eastern limits of the City of Eugene, on the east bank of the Willamette River, and is connected by the interurban line. The distance between the business streets of the "twin-cities" is three miles. The population is rated about 2,500, and there is not a more lively, aggressive community of business interests than in Springfield. The relations between the towns are close and the entire surrounding country being fertile and coming more gradually to be diverted to intensive methods of soil culture and the perfecting of homes on tracts of ten, twenty, or thirty acres, or more, the neighborhood is one. Springfield has been growing and building at an amazing pace. New business houses of brick and concrete are being erected this summer and the advances in values in and around the town have been substantial and quite in keeping with the prosperity which Springfield enjoys. Three branch roads of the Southern Pacific are operated from Springfield, and between forty and fifty railroad men make their homes there. It is claimed for Springfield that more beef, pork and mutton are killed and distributed from this city than any other shipping point between Portland and San Francisco, and more freight is received and shipped from this point than any other place in the Beaver state. The main line cut-off of the Shasta route, known as the Natron extension, which is to reduce the time between Portland and San Francisco, diverts through Springfield and as the railway company owns considerable property, it is in prospect that some of the shop industries of the company may be located here. A number of flourishing industries give Springfield a large payroll. A large number of steadily employed men constitutes one of the principal factors of the prosperity which the city enjoys. The office and operating headquarters of the Booth-Kelly Company, one of the largest lumber manufacturing concerns in the Pacific states, are in Eugene, while the mills are located at various neighboring points. Their mills in Springfield, which suffered from a destructive fire recently, will be rebuilt. Other saw mills, planing mills, sash and door factories and similar lines represent the industrial prosperity. The railways handle an enormous

tonnage of logs and lumber from the magnificent forests of Douglas fir reached in the back valleys. The surrounding country is developing rapidly and large farms, until recently held at the edge of the city, are being cut up for small homes. The city is making a good record for a community of its size by voting for extensive improvements in street paving, sewer and water extensions, cement walks and other modern municipal facilities. It has a number of good business houses, and a weekly paper. A new bank, second in number for the town, is about to be opened. There is not a vacant room, or house to be had in the town, practically speaking, until new structures are completed.

The country around Eugene is recognized as having exceptionally good advantages for hog raising. Abundance of pure water, the mild and invariably equable climate twelve months in the year, the soil and market conditions, all present strong inducements, yet the demand exceeds the supply. Only a few of the recent emigrants have gone into the business to any extent and all those who have done so are highly satisfied. There are many thousands of acres of cheap land in the county most suitable for the hog industry, and the farmer quickly becomes familiar with the methods of feeding the crops and marketing.

Lots of unused land in this section is especially adapted to growing onions. J. A. Holcomb, a newcomer on Fern Ridge, brought in two onions, grown from seed this summer, weighing $5\frac{1}{4}$ pounds. They are of the Red Italian variety. The seeds were started in a hothouse. He has eleven rows, 50 feet long, and thinks he will have a ton and a half. Mr. Holcomb says he believes by special attention he can produce almost twenty tons to the acre. In previous numbers of "Anybody's" we gave the results of other onion growers' efforts, which were highly profitable, as high as eleven to thirteen tons being raised. Two and two and one-half cents per pound were offered for onions last spring.

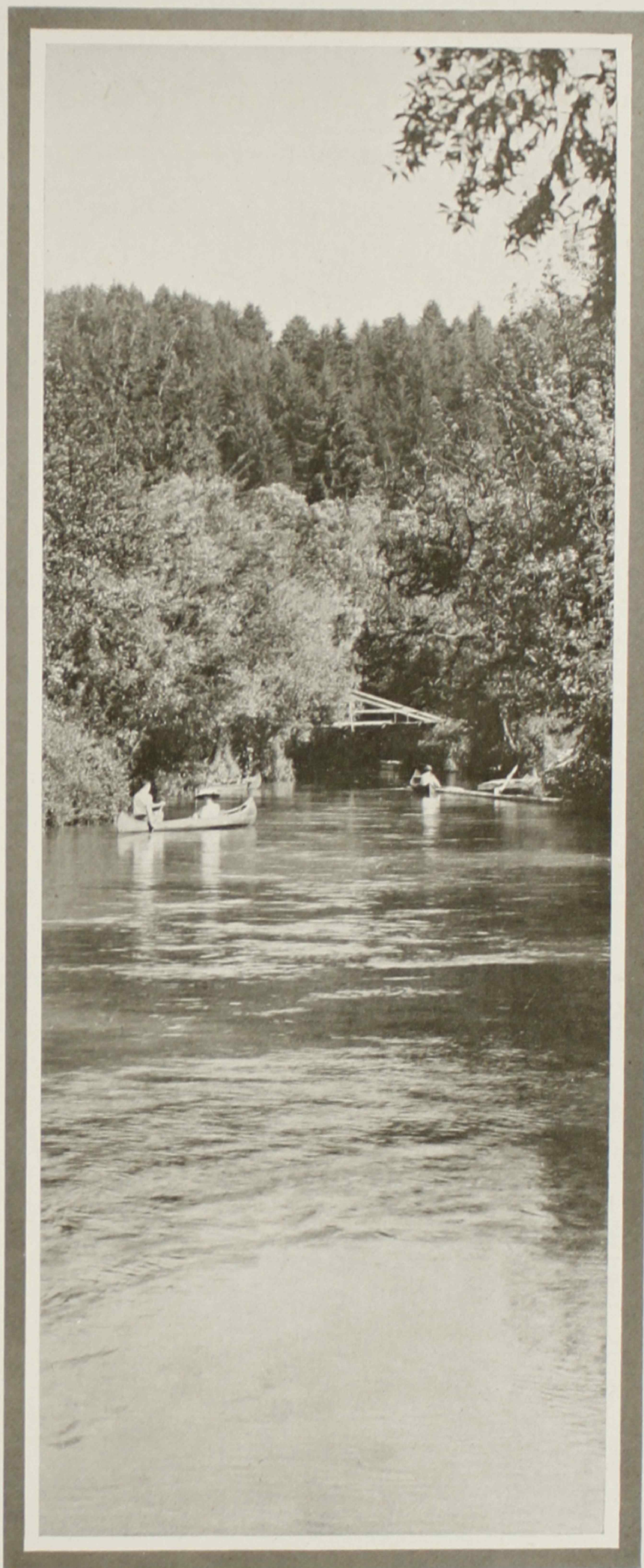
Picnic Trips of U. of O. Students

By Emma Waterman

Picnics at Oregon are the most delightful affairs imaginable—picnics at which there is always a jolly care-free crowd, plenty of good "eats" and last but by no means least in charms, there are any number of delightful places to go.

The Spencer Butte trip, though perhaps the most strenuous, is most popular among the more ambitious and athletic students. You choose a bright, clear day and a jolly "bunch," pack a huge lunch, load your Kodaks—and you are off bright and early for your seven-mile tramp to the top. The last stretch after you have started on the trail which leads you almost straight up around huge rocks, over others and almost under some, always up, up. But at last breathless and warm you reach the top—and oh! what a glorious view awaits you and repays you for your efforts. Next you devour the huge luncheon and, oh! how good it tastes, and oh! how much you can, and do, eat. After the last crumbs and pickles have disappeared you enjoy yourselves exploring the top, resting in the shade of some of the huge rocks and singing to Oregon. The homeward trip, needless to say, takes much less time and about 6 o'clock you are home again; tired? Yes, a little; sun-burned and freckled? Yes, indeed; but withal happy and confident that you have had the time of your young life.

Picnic suppers and breakfasts up the idyllic Race are also extremely popular and enjoyable. After loading the canoes to the limit with your chosen band, and provisions, you paddle up the Race to some favorite spot where you build your campfire and



AQUATIC SPORTS U. OF O.

spread out your goodies; but oftener you portage across into the river and cross to the ideal picnic spots on the other side. After breakfast or supper, whichever it may be, you paddle about, run races, play baseball with an orange as ball and a paddle as bat, or sit about the fire and talk and sing.

Down by the river behind Skinner's Butte is also another favored spot which is much easier to reach.

O'Brien's inn and Coburg, and many spots on the McKenzie River, are often times the destinations of auto parties and tally-ho rides. These trips are all-day trips, and are considered quite ideal outings by many. Often times camping parties of students spend the week-end at these places in order to recuperate from their strenuous college (?) work.

Besides these there are many delightful and interesting spots, such as Hendricks' Park, Springfield, and Skinner's Butte, which are popular places for shorter walks and excursions.

Altogether "Oregon" is most ideally situated in regard to picnics, a fact which is not unappreciated by the University students. Almost every nice spring day you may see parties of two, four, six, or eight start out for some favorite spot.

Poultry on a City Lot

On January 8, 1911, J. T. Rowland, a resident of the city, began keeping a record of the performance of his Rhode Island Reds. He started in with 24 laying hens, one-half Rhode Island Reds and the other half Leghorns. Up to August 1, they had produced 1687 eggs—76 eggs each. W. Ball, who is successfully running a chicken ranch, started with fifteen hens and each of the fifteen in nine months has 126 eggs to her credit. E. E. Quimby has a flock of 24 Black Minorca pullets, which laid 809 eggs during the month of March, or an average of 26 eggs for each pullet in 31 days and three to spare. The eggs averaged 28 ounces to the dozen right straight through.

The prices at which the best of land, well-located, can be purchased yet near to Eugene, very properly occasions some surprise to some folks. There is not an unlimited area of it left, yet. Within six easy miles of town, on a good highway, and near other improved places, land can be bought for \$50 to \$75 per acre, partly cleared and other parts either with fuel, timber or small stumpage. The land is red loam, on the low foot-hills, and will raise grain, fruit and many kinds of products.



Going Barefoot In March

After a brief and intermittently rainy "winter" period of December and January, the glorious springtime descends upon Eugene about March 1st, as a rule. The photo of the barefoot youngster was made in March at Eugene, while little chaps back east are still thinking of "mits," rubbers, and a coasting sled. The mild and equable temperature at all seasons, the long summers and the call of gentle Dame Nature to dwell much in Outdoorsland, here in the Willamette Valley, are considerations that win homeseekers to stay, once they have tasted of the truly delightful climate. When you come to Oregon, discard your sleds and skates. Taking these as types of a "frame of mind," which would you rather have?

People of frail constitutions find the season between November and March peculiarly agreeable to them. There are no harsh winds or intense cold periods and sudden changes are unknown.

Wonderful Outdoorsland at Eugene, Oregon

By Frank Jenkins

WITH the most of us, it is the few weeks of play-time in the summer that gives us the heart to lay off our coats and buckle into hard work for the rest of the year. Here in Lane County, we begin to plan our next year's outing the day after we return from our vacation. There are many of us, who firmly believe that Eugene's reputation for doing things has been immeasurably abetted and stimulated by the presence of the big, silent mountains that look down on us from every side. In the middle west, it is only favored few who can afford an outing in Wisconsin, in Canada, in Wyoming, or wherever the foothills, the big mountains and the big woods are nearest. Here, Outdoorland, with all its lures of fishing streams and big game trails, lies just across the back yard fence, and we consider that a visit to the mountains or to the sea shore is our best business investment for the year.

Along with its agreeable climate and its many business advantages, Eugene has the additional charm of being located right in the heart of the fast diminishing big game and mountain trout country. Located just at the head of the Willamette Valley, she is at the gateway to the mountains and the wilderness in every direction. A few miles to the west lies the Coast Range, about an equal distance to the east are the foothills of the Cascades, and just to the south are the Calapooias, where Coast Range and Cascades join hands.

These mountain ranges are widely different in character. The Coast Range is a low mass of tumbled hills, rising at no point to the line of perpetual snow, but covered with a growth of timber, whose equal is not to be seen in the world, and threaded every few miles with trout streams, whose epitaph has not yet been written in the brief sentence "fished out." The Siuslaw River is the principal stream of the region, and with its tributaries, it drains the western part of Lane County. The fishing in it is of the all the year 'round kind. In the spring and summer, and in the fall you get the sea trout and the royal salmon. It is a wide, shallow stream, running over rock bottoms, and almost all its riffles are open and free for casting. You don't have to crawl in under willows and alders and snap your fly in sideways, and snag your leader in the tree tops every time you get a rise.

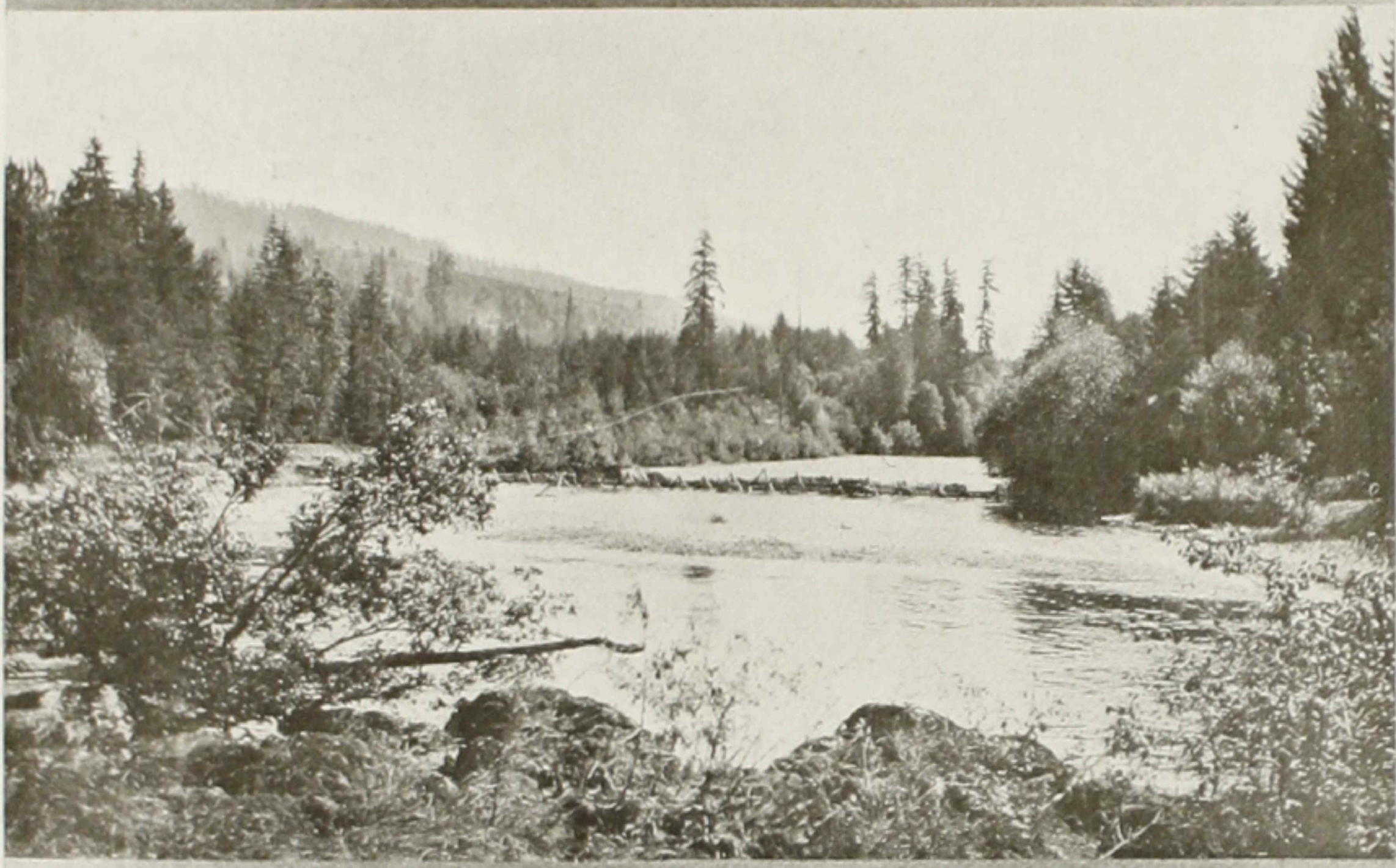
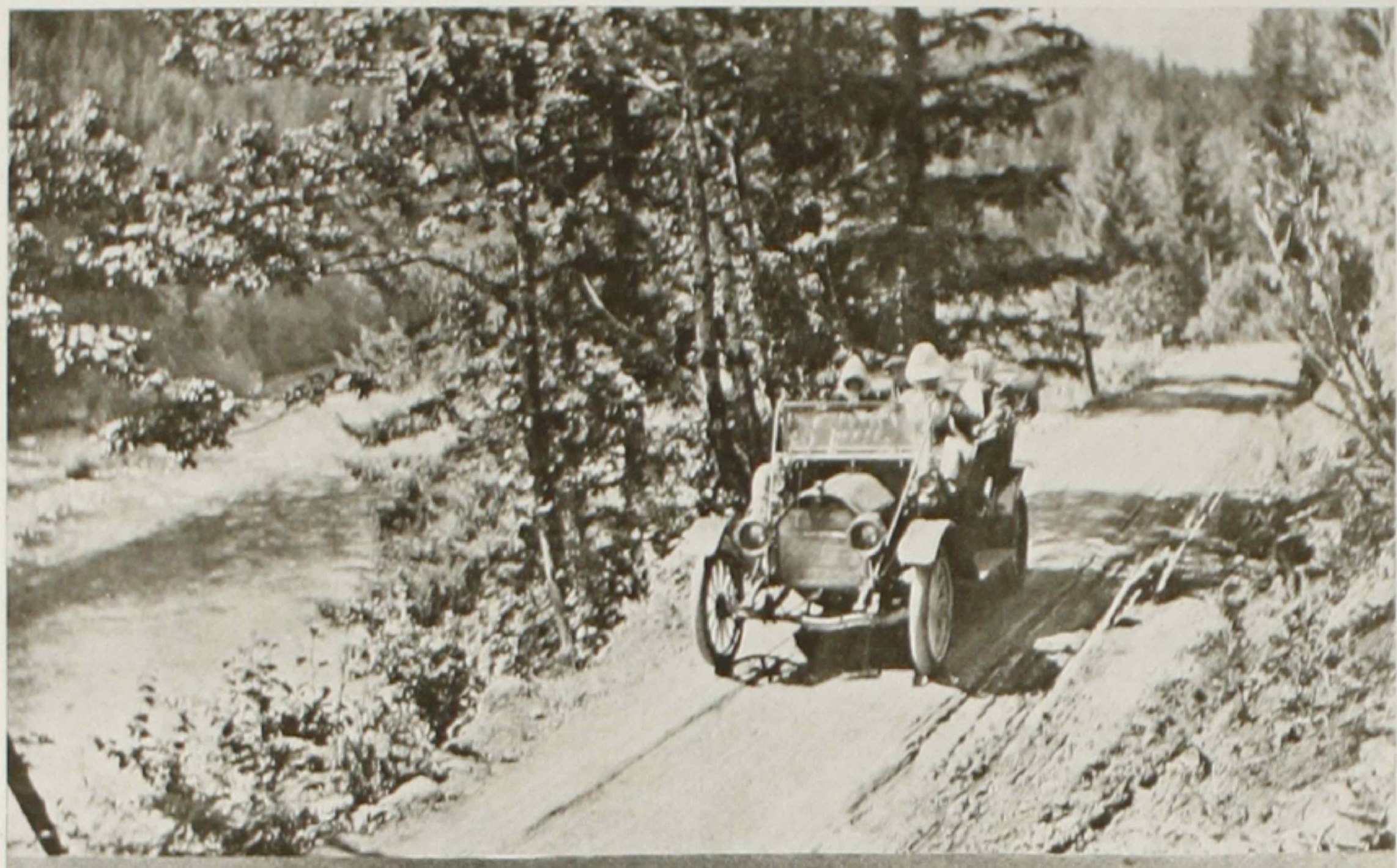
If you want some royal sport, just go trolling in the lower Siuslaw for salmon, and get about a 40-pounder on the end of your line. At first, you will be morally certain that you have run afoul of a submarine torpedo boat, and will give yourself up for lost. If you keep your nerve, and hang onto him, the next twenty minutes will be about the busiest of your life. When he breaks water, and shows the whole of his magnificent length sparkling in the sunshine, you are a very wicked man indeed, if you don't murmur a little vow to the effect that if the Almighty will help you to land this fellow, you will get yourself in your best Sunday harness, and go to church once a week for a year.

The coast line of Lane County affords a delightful recreation ground, with good beaches, clam beds, and sightly rocks. A chain of beautiful lakes lies just back of the low sand hills that line the beach, and furnish excellent trout fishing in the summer, and duck and goose shooting in the winter time.

This country is reached by two stage lines, one leaving Junction City, and one starting from Eugene. The stage line ends at Mapleton, twenty miles from the coast, and the remainder of the trip is made by steamer, as there is no wagon road. There are good road houses all along the way where splendid meals and good lodging can be had at reasonable cost. Guides can be secured, if needed, but as the streams all lead out to a common point, it is safe to go in without guides, if desired.

The Willamette and McKenzie Rivers are the entering highways to the wonderful beautiful playground comprised in the Cascade National Forest Reserve, taking in the entire summit of the Cascade Range. If you are an outdoor man of the white flannel, pretty-girl-and-moonlight type, don't go into the Cascades for your summer. You will feel that you have been deceived, and will go away and knock the country. But if you love the solitude of the big woods, the majesty of glittering white mountains, the placid beauty of mirror-like lakes, or the hard won joys of the hunter or fisherman, don't waste time by going anywhere else.

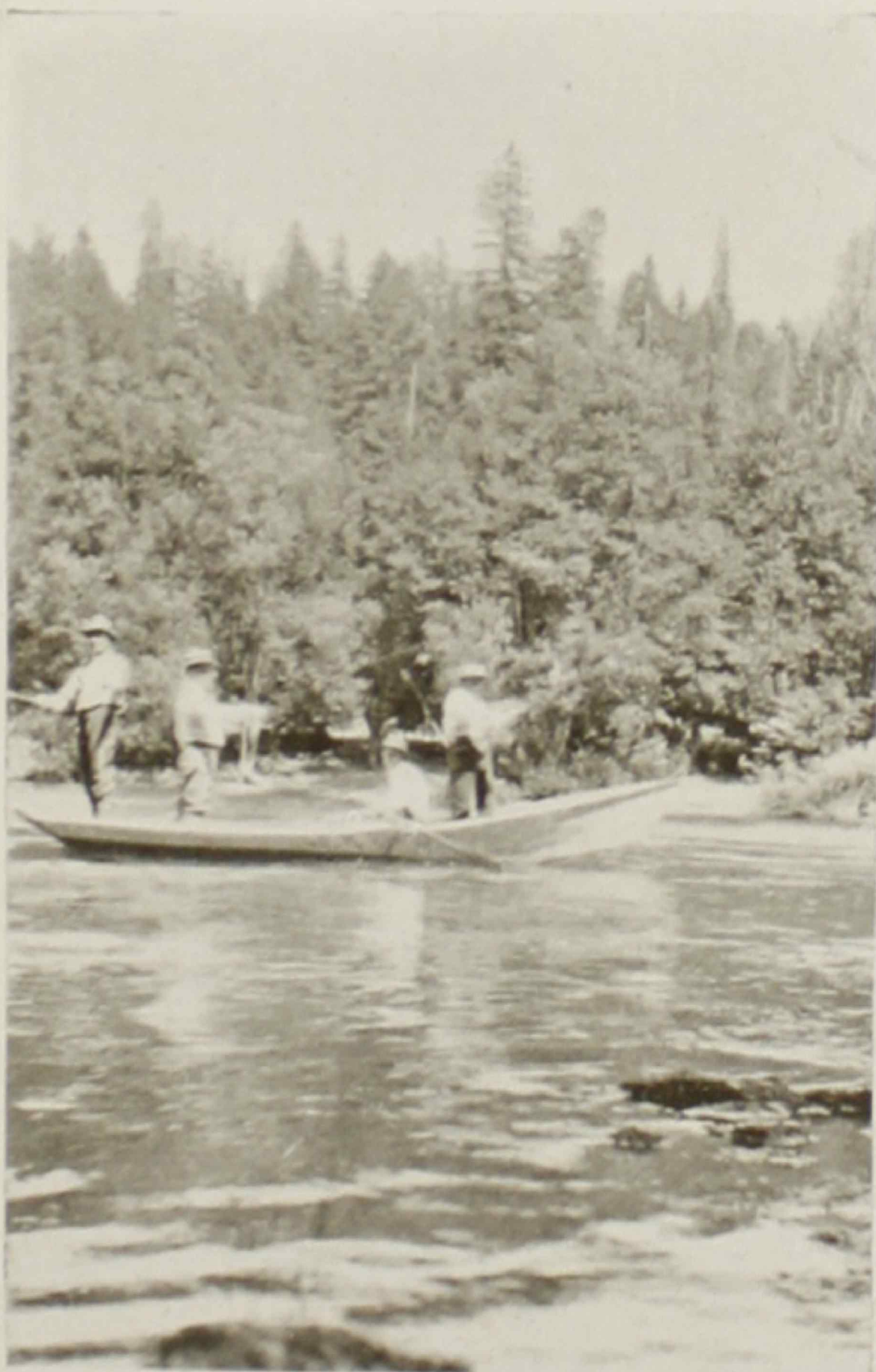
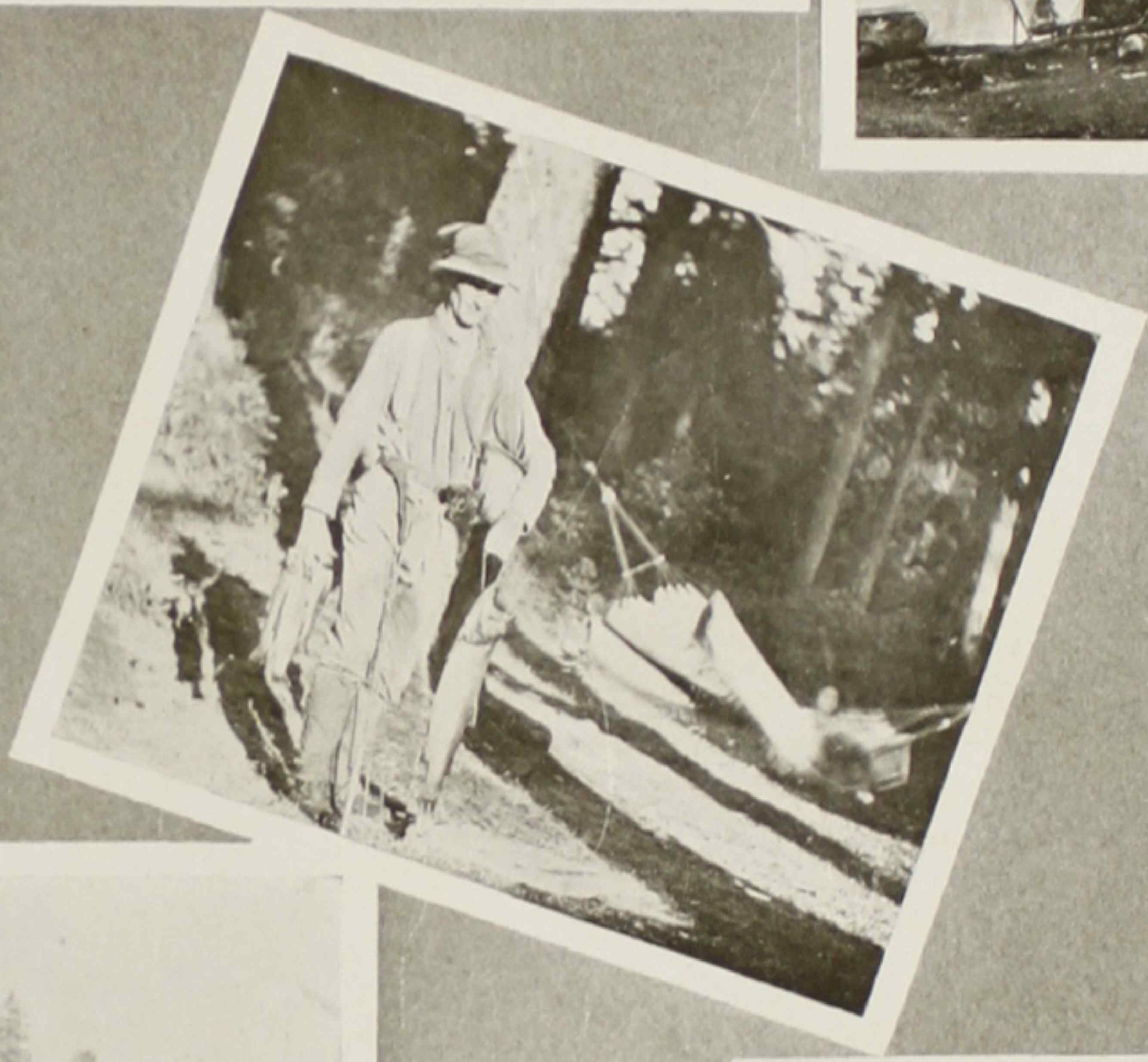
Two years ago as a raw tenderfoot from the middle west, I made a pack trip up the middle fork of the Willamette River. We left the main road forty miles east of Eugene, and



struck directly into the Summit country over forest rangers' trails. Our party was a modern restoration of Alice in Wonderland. The first day out, we used up our entire stock of admiring adjectives, and were obliged, perforce, thereafter, to point and make dumb motions of wonder. We followed the banks of a stream that supplied us with trout whenever we stopped; we passed hot springs that boiled out of the rock side by side with ice cold mountain water; we made camp in timber so dense that it was twilight at noon; we stood wondering at the brink of a gorge over which a mountain stream leaped, roaring, to the floor of the canyon 284 feet below; we made camp on the banks of a beautiful and mountain-hemmed lake, and then climbed a snow peak from which we counted fourteen other lakes of equal charm. For ten days we saw no sign of human habitation. We were in the wilderness, and we revelled in it.

Last summer I made a similar trip up the McKenzie River, leaving the wagon road sixty miles east of Eugene. We followed a trail along the summit of a high ridge at an average elevation of 6,000 feet, and for fifteen miles we were in sight of eight magnificent snow peaks, three of them being but fifteen or twenty miles distant, and seeming almost within reach of one's extended hand. We camped on the

ON SHELL ROCK ROAD NEAR GATE CREEK,—FISH RACK AT POUJADE,—HATCHERY.



SHOOTING THE RAPIDS OF THE MCKENZIE AND OUTING SCENES ALONG THE GREAT SUMMER PLAYGROUND.

shores of lakes, where one man caught enough trout in half an hour to supply the party of five for a day. We feasted on bear steak, venison and mountain trout, and fed our horses on the luscious grass of mountain meadows. Every night deer came down to within forty yards of our beds, as we could see the next morning by the tracks. One evening, we left two fresh bear skins stretched on the ground about twenty feet from our beds. During the night some animal, probably a wolf, came down, and ate one of them completely up, and attempted the consumption of the other one. Judging from appearances, he was like the small boy at Thanksgiving—he could chew it, but couldn't swallow. It is needless to say that after that the middle of the bed was subject to keen competition. From the time we left the main wagon road till we returned to it, we saw no sign of civilization.

We were in the heart of the big game country. Every day we saw fresh sign of deer, bear, cougar, and timber wolves. Quite a band of elk also ranges in this region. There is a perpetual closed season on elk until 1920, and it is believed that by this time the King of the Big Woods will be quite plentiful. A few grizzlies are reported by old trappers and hunters, but these are believed to be stray wanderers, as the grizzly is not native to the Cascades.

The McKenzie River is the main highway into the mountains. A good automobile road follows it for sixty miles to Foley and Belknap Springs, and large numbers of machines make the trip every year. Good road houses are scattered all along the way, where excellent accommodations may be secured for a stay of any length. There is a good hotel at Foley's, and camping accommodations at Belknap's Springs, also a log-cabin hotel at McKenzie Bridge. Guides and pack horses may be secured at any point from which trails leave, and rates are reasonable.

I mention the places where guides and pack horses may be secured for the benefit of the unmitigated tenderfoot, and for the man who does not care to rough it alone in the woods. Guides are not necessary in order to find game. Our mountains are full of game and fish, and any man with reasonable knowledge of the woods can get the limit of either without expensive assistance. This is a point for the sportsman to make especial note of. The big game country is rapidly diminishing. Already in Wisconsin, in Canada, in Colorado, and in Wyoming and Montana game is be-

coming so scarce that it is necessary to employ guides who know the mountains as they do their dooryards in order to have any show of success. Oregon's mountains have remained for years comparatively unknown to the hunter of big game, and have consequently escaped the "shooting out" that has resulted in other mountain states where indiscriminate shooting without proper regulation has been permitted. With proper restriction, the game and fish in our mountains should last for generations to come.

No doubt every advertising booklet that you have received from the West has stated that big game abounds in the mountains, and that the rivers and streams fairly teem with trout. We do not wish to give out the impression that all you have to do is to go out in the woods, sit down on a log, and wait for the deer to come to you. You will never freeze in Oregon, but if you sit on a log and wait for the game to come and ask you to slaughter it, you will get very stiff before you get a shot. We do say, however, that the man who knows the woods and loves them, will get greater returns here for the time and money that his outing costs him than anywhere else in the United States.

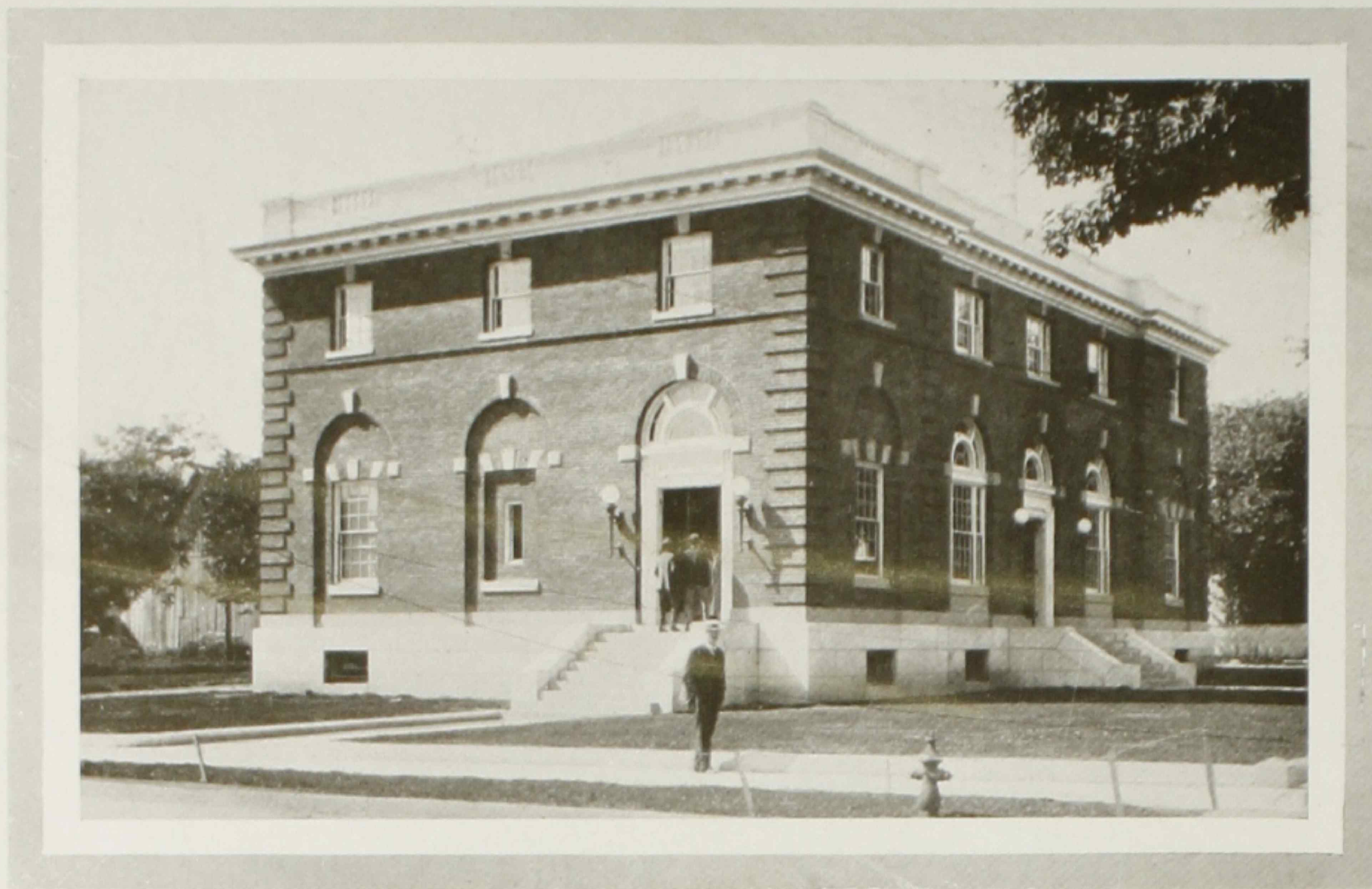
"OH, OREGON."

There is a captivating rhythm in the proper pronunciation of the name "O-r-e-g-o-n." A lady, newcomer, in Eugene was heard to very enthusiastically declare this the most musical name of all the states in the Union. She got this impression from hearing the Glee and Mandolin Club of the University of Oregon in one of its entertainments at the Eugene theatre. Indeed, in this estimate the lady is by no means alone. To hear a chorus of thirty magnificent male voices in the refrain, "Oh, Oregon" (as if it were pronounced Oh-regonne), is to experience a delightful revelation in rhapsody. Hence the song, "Oh, Oregon," which is published in this number of "Anybody's Magazine," anybody is privileged to appreciate it and to buy the music, if they care to do so, in the shape of a book of glee club songs. The name of the publisher of this book of glee club songs appears in the music which is reproduced in full. The entertainment of the U. of O. Glee and Mandolin Clubs is a feature of the public midwinter entertainment in this city.



(Miss Dorris, Photo.)

BACHELOR MOUNTAIN, HEART OF CASCADES, ON M'KENZIE ROAD, ON AN AUTO ROUTE FROM EUGENE.



EUGENE'S POST AND FEDERAL OFFICES—CITY HAS SIX CARRIERS AND THREE RURAL DELIVERY ROUTES.

Creswell and Its Orchard District

Creswell, ten miles south of Eugene, on the main line of the Southern Pacific, is the center of a large and rapidly growing horticultural district adjacent to Eugene. About two thousand acres of young orchards have been planted in this neighborhood. The population, mostly newcomers, are all prosperous. Creswell lies in the Coast fork valley of the Willamette and can be reached from Eugene in a forty-five minute auto drive. Creswell is a thriving trading point. The Chronicle, edited by George H. Baxter, is a splendid little newspaper and would reflect credit upon a community five times as large in numbers. One of the greatest producing prune orchards in the Beaver state, owned by Dr. L. D. Scarbrough, is located here. About 165 acres are producing the incomparable Oregon prune and two large dryers are operated. T. A. Shafer has thirty acres of bearing peaches and cherry trees, and also thirty acres of younger trees. There are numerous smaller tracts. The Creswell Fruitgrowers' Bank, capital \$10,000, does the financial business of the town. The Creswell Creamery encourages the dairying business by buying and shipping butterfat at good prices. New homes and business blocks are being erected, and by every other token the place is growing.

Eugene's Public Schools

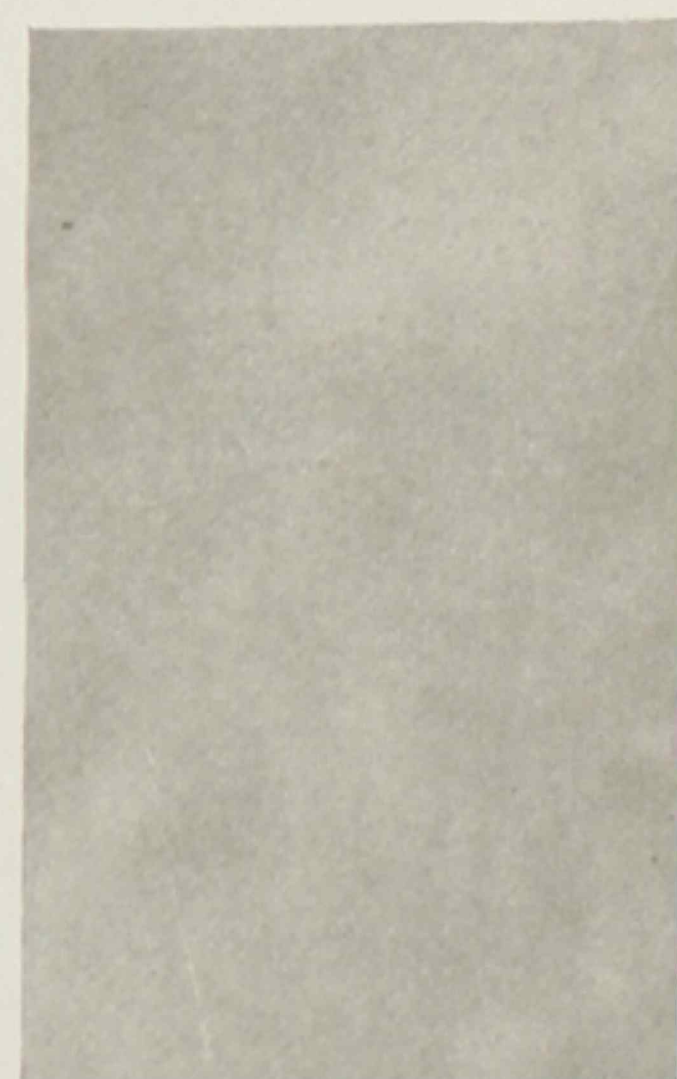
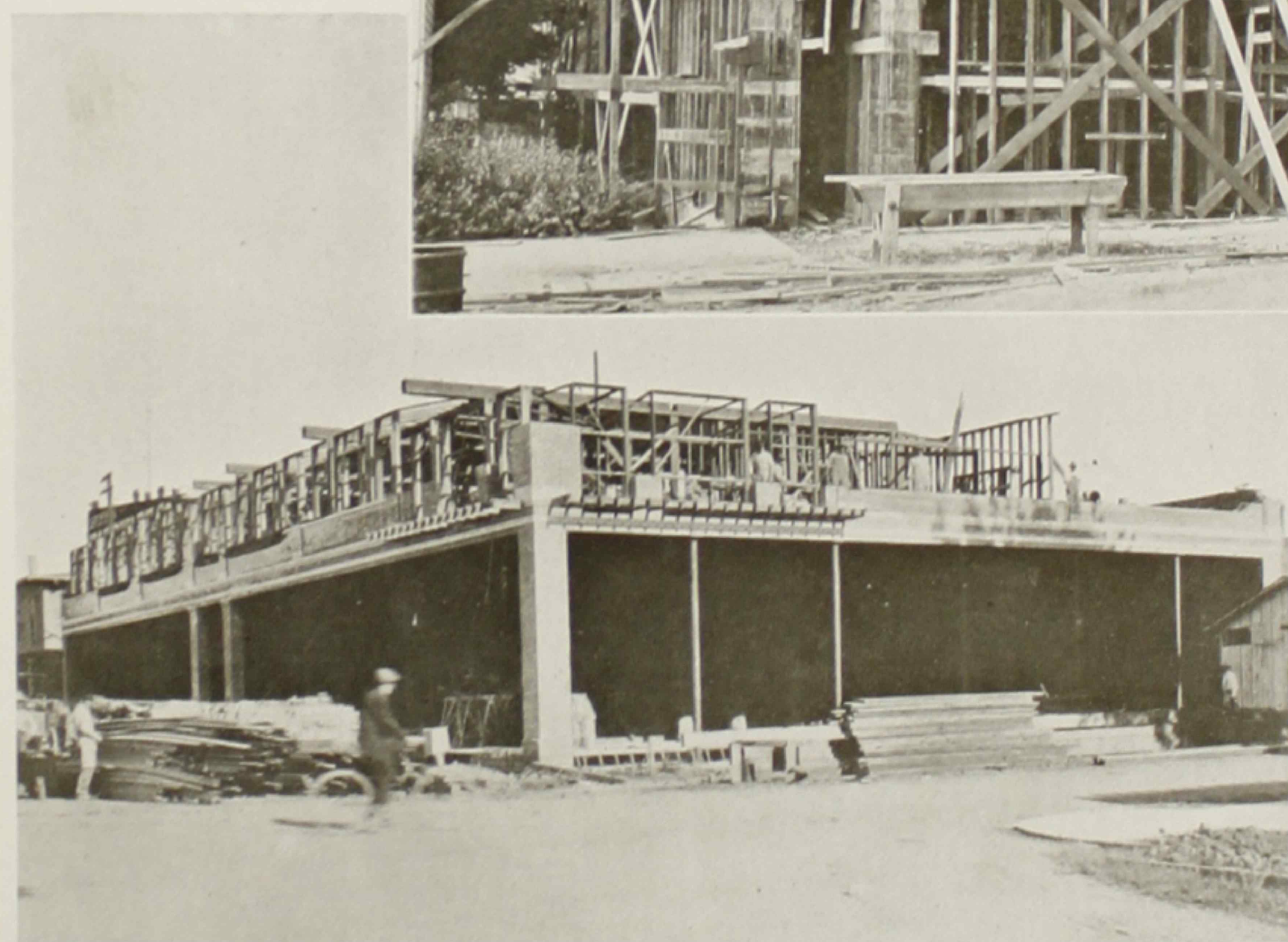
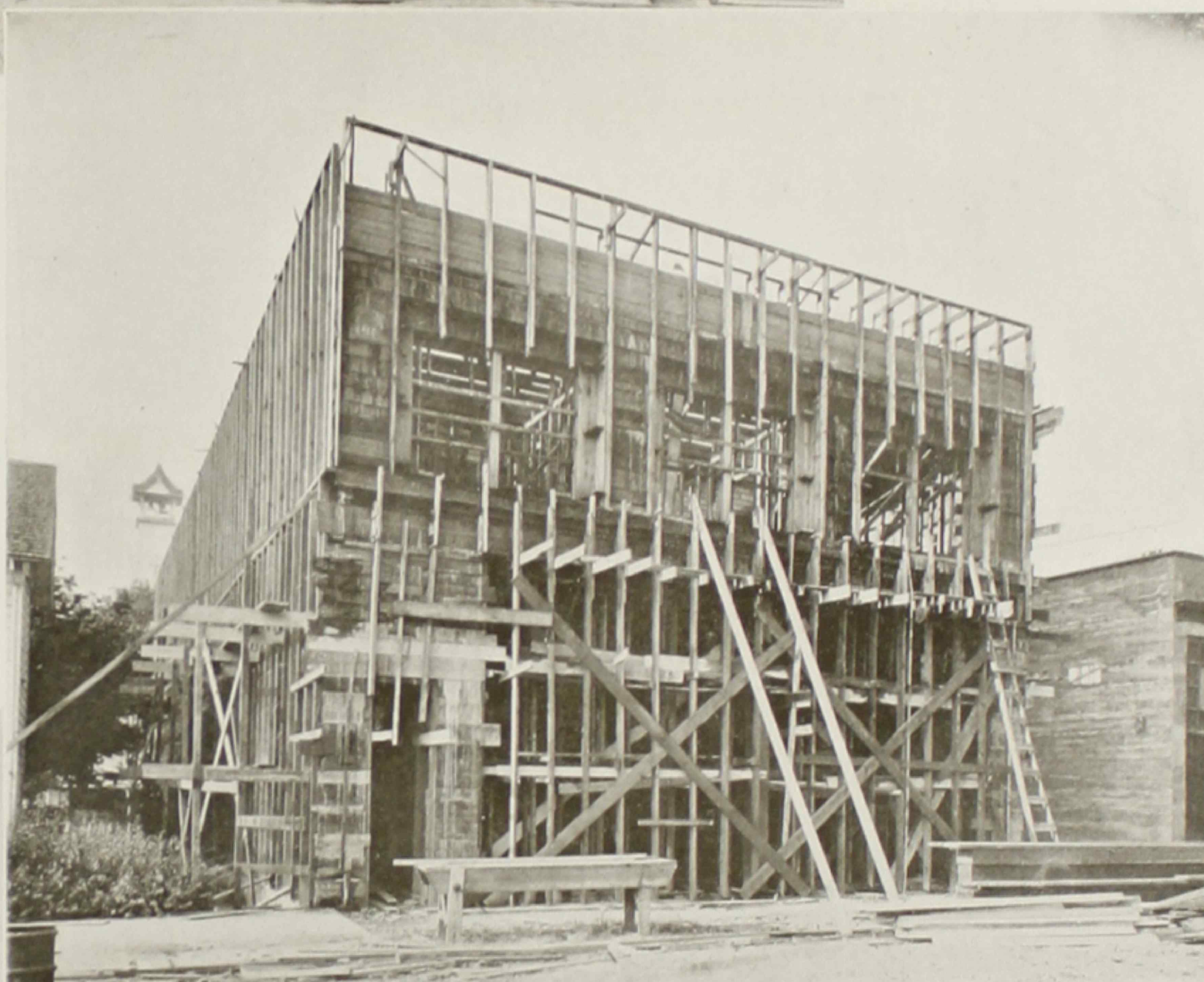
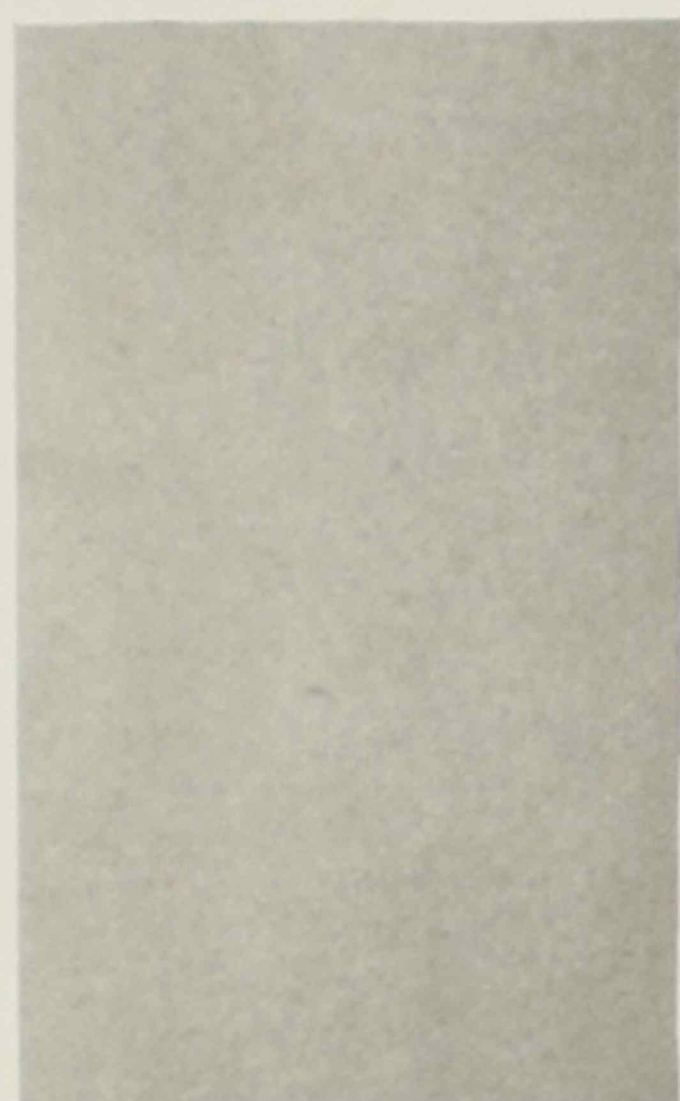
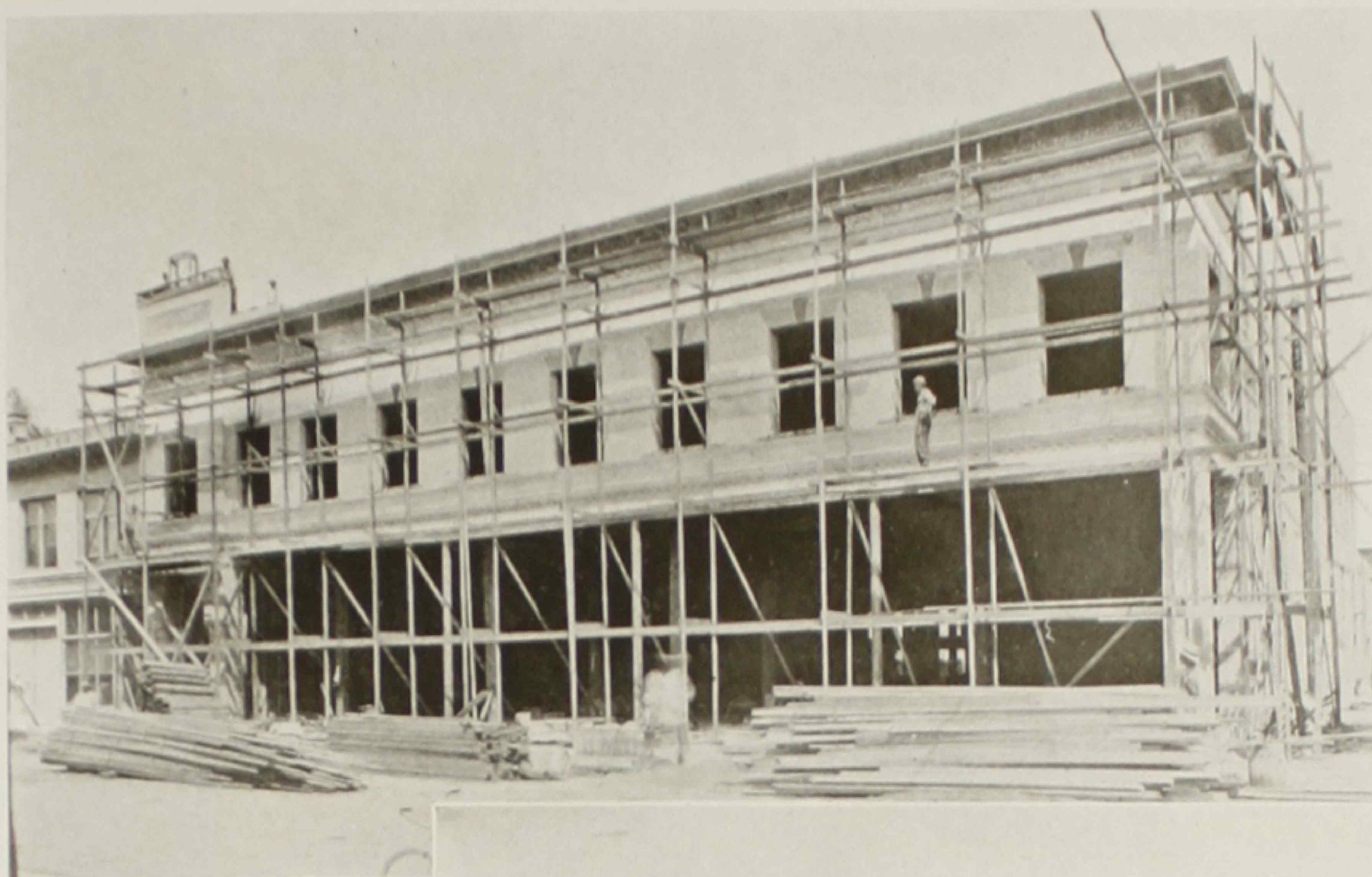
Eugene has six school buildings—the High School and Geary, Lincoln, Central, Patterson and Condon. Two of these were erected a year and a half ago, and they are already filled. Another year and more school room will have to be provided. Course of study follows closely that prescribed by the state, with work in music and art, under special instructors added. Superintendent Stockton hopes soon to work out a course of study more suited to the peculiar conditions here.

To this end the board of education recommended to the taxpayers at the annual meeting that provision be made for the installation of manual training in the schools. It is hoped that some small start may be made this next year. The commercial department of the High school is very popular with students, and gymnasium work is provided for the girls under a competent instructor.

Total enrollment in the grades and high school for the first week of the present year was 1556. This will be increased 200 or more.

The Catholic Church maintains a day and boarding school, with an attendance of about one hundred pupils.

Eugene Business College and the Modern School of Business look after the commercial education of young people of the county.



80,482 SQUARE FEET OF FLOOR SPACE IN OFFICE AND BUSINESS BUILDINGS—TOP, COMMERCIAL CLUB; SECOND, BIDDLE BUILDING; THIRD, ELK'S TEMPLE.

Eugene Maintains Big Building Record

**Building Permits Show 25.7 Per Cent. Increase Over
Same Eight Months of Last Year—
Nearly One Million Dollars**

FOR three consecutive years the building record of Eugene has reached about one million dollars per year. No city in the state, excepting Portland, can point to a better record for this length of time. Eugene maintains a splendid building record this year, in keeping with past years. There has been a 25.7 per cent increase for eight months of 1911 over the corresponding eight months of 1910. The permits for August, 1911, were \$113,650, over \$41,500 for August, 1910. This represents an increase for the month of 173.8 per cent.

In five concrete and brick blocks now in course of construction, as shown in these pages, there is available 80,482 square feet of floor space for business and office purposes. All of these buildings will be occupied as soon as they are completed. There will still be a demand for store rooms and offices of the better class. Eugene business and professional men are now demanding modern quarters only. The man who erects an up-to-date store or office building, has no trouble in finding a tenant for it at a good figure. In fact, there is a crying necessity for better office accommodations.

The same steady, substantial growth that has characterized the city for five consecutive years, is seen the present season. Besides these buildings in the central district, many others were completed earlier in the year, among them being the Hampton department store of three stories and the Oregon Power headquarters building. S. H. Friendly, a well-known merchant, is adding another floor to his big dry-goods emporium. Besides these there have been scores of handsome residences and apartment houses; also two magnificent church edifices—one in the primary stage of construction and the other just completed and ready for dedication. The Christian and Methodists are the denominations whose flourishing condition is reflected in these enterprises. The First Christian is the largest temple of worship owned by that denomination in the Pacific Northwest. Its cost approximates \$75,000. The structure is built of reinforced concrete and covers two full city lots.

The Methodists have begun construction on an even more costly church building, to be of brick, the estimated cost being over \$75,000.

Principal among the business blocks under construction is the Elks' new temple at the corner of West Seventh and Olive streets. This building is two stories high, but the foundations were built to sustain the weight of three more stories and it is the intention of the local lodge of the "Best People on Earth" to add these additional stories in the not distant future. In this building there are 26,242 square feet of floor space. Next in importance is the two-story brick structure being erected by the Bonnett brothers on West Ninth street for the Commercial Club, which organization will occupy the entire upper story. The floor space in this building amounts to 27,800 square feet. There is the brick building being erected on East Seventh street by the Merchants Bank and David Link, combined, with a floor space of 11,200 square feet, and across the street is a two-story concrete structure being built by Dr. G. W. Biddle, with 9,120 square feet of floor space. J. H. Klemm is just completing a two-story brick building adjoining his harness shop and the floor space there amounts to 6,120 square feet.

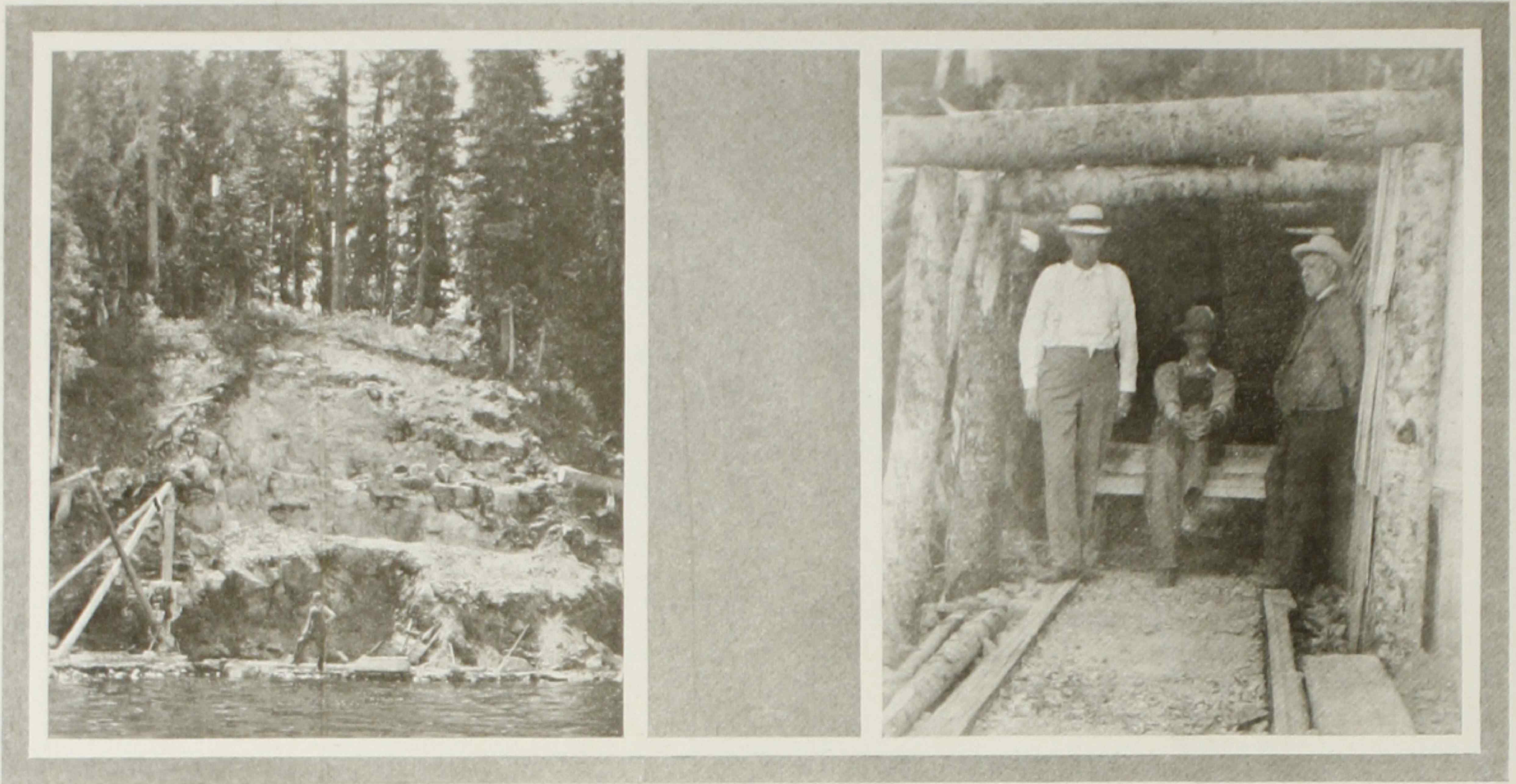
In addition to these structures, there are a number of other business blocks contemplated for this fall, and before the beginning of 1912 Eugene will have seen one of the best building years in its history.

Real Estate Transfers Active

The real estate transfers of Eugene for August were \$183,019.97, and the transfers for eight months of 1911 aggregated \$1,745,344.07. These figures, however, convey but a small idea of the actual valuations involved, as the custom prevails, unfortunately, of filing conveyances for record expressing a consideration of \$10, when it is well-nigh self-evident that thousands of dollars are involved.



OREGON POWER COMPANY'S HEADQUARTERS BUILDING, COST \$25,000.—FIRST CHRISTIAN CHURCH, COST \$75,000.



TUNNEL AND POINT OF OUTLET FOR MOUNTAIN-HEMMED LAKE.

Lane County's Irrigation Project

**Skillful Engineering Feat by Which a Mountain Lake
Will be Tapped for Benefit of Husbandry**

By Simon Klovdahl

Irrigation has been carried on along small experimental lines by a few individual farmers in this vicinity, and with good success. The water has been brought on the land by pumps, either from wells or from sloughs. First of these small enterprises is that by Frank Chase, a fruit and truck farmer. His farm consists of a forty acre river bottom tract—that very kind of land that especially would not need any artificial watering on account of its natural richness by sedimentary deposits from the river and its perfect sub-drainage. Mr. Chase has, nevertheless, found that irrigation is a big payer and has for several years been pumping water on to the land. This summer he has installed a larger pump and a system of 12-inch concrete pipes, carried in the ground, from which he can, through hydrants, lead water to any part of his field by small laterals. The cost of this plant is about \$100 per acre, but Mr. Chase says that if it had cost him twice this amount, he would

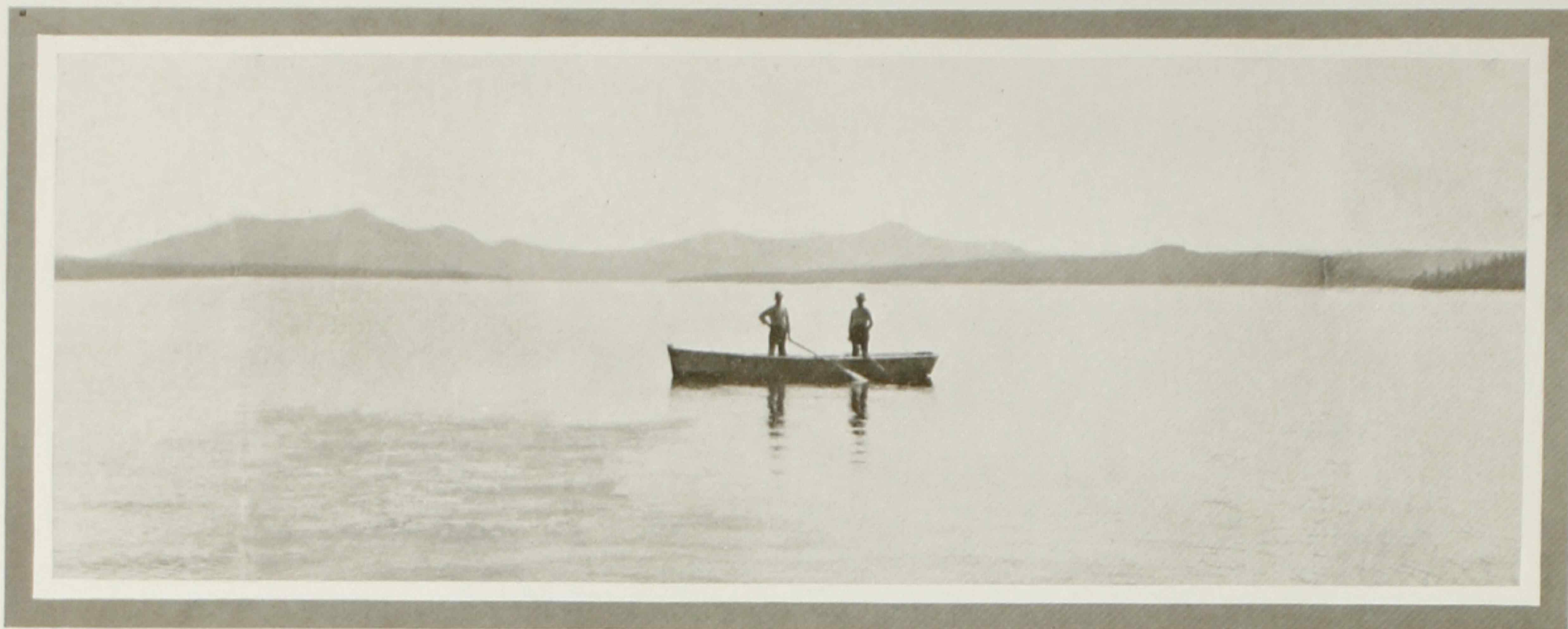
not have been scared out. Lane county is proud of this enterprising farmer and a visit to his place will open one's vision as to the great possibilities for this county when industry, enterprise and intelligence are blended as they are in Frank Chase, and when the value of systematic irrigation is more generally understood, he will be considered Lane County's most influential pioneer.

Irrigation on a larger scale may be looked for when the Waldo Lake Irrigation & Power Company has its reservoir completed. This company has under construction at Waldo Lake, in the Cascade mountains, about 70 miles from Eugene, a reservoir with a storage capacity sufficient to irrigate more than 150,000 acres of land.

This water will be emptied into the Willamette river during the dry season and the river tapped by big canals and brought on to the lands in Willamette Valley. The location where this great amount of water will be ap-



CRESWELL, TEN MILES SOUTH OF EUGENE, THE CENTER OF NEW ORCHARD DISTRICT OF HUNDREDS OF ACRES.—
ALSO, GREAT PRUNE GROWING DISTRICT.



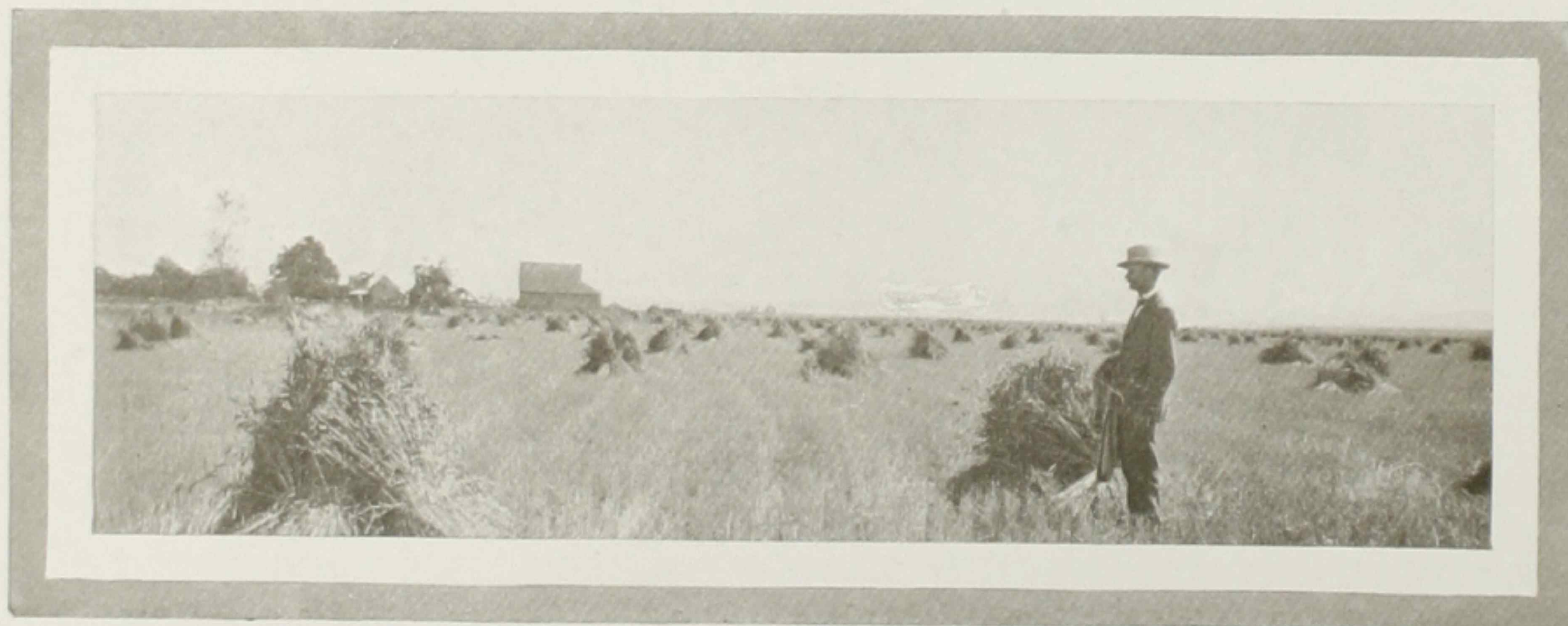
WALDO LAKE IS A MAGNIFICENT BODY OF WATER.

plied, the company is not ready to give out, but it is reasonable to assume that it will be principally applied in Lane County. This enterprise is carried on by practical irrigation men from Colorado and Montana, who think irrigation just as essential here as in those mountain states and, furthermore, believe that irrigated lands will be more valuable in the Willamette Valley than in any other part of the entire country by reason of good soil, perfect climate and general attractiveness to the homeseeker. The Waldo Lake Company holds that irrigation in the Willamette Valley can only be made possible by storing of flood water on account of vested rights of the natural stream flow of the rivers for manufacturing purposes; hence they are securing the water first, then will irrigate.

The reservoir will be ready next summer. Instead of storing the flood water in the lake by a dam, which is always a source of risk and danger, it is the plan to tap the lake by a

tunnel through solid rock twenty-five feet below the natural surface level. At the face of the tunnel, on the edge of the lake, they aim to install a concrete head-gate, resting against the mountain, with eight sets of cast-iron gates. The head-gate and tunnel to have such capacity as to empty the entire reservoir in less than 60 days, if needed. Waldo lake has a surface of 7,500 acres.

The engineering work, the necessary trail and road making, has been going on for the last few years. Camp constructions, etc., have all been completed. The tunnel work has been pushed winter and summer since the spring of 1910. It is a large enterprise, whether considered from the standpoint of future results on the acres of the Willamette Valley, or viewed from a construction standpoint, when it is remembered that tools and provisions have to be transported 70 miles into the wilds of the Cascades, of which 30 miles is over a steep mountain trail, where every item must be packed in on horses.





THREE ARTERIES OF COMMERCE PULSATING WITH LIFE BETWEEN EUGENE AND SPRINGFIELD—TWO RAILROAD BRIDGES AND WAGON BRIDGE

Oregon University Growing Institution

Established in 1871, School Has Enrollments in all Departments
of 1482---All Courses Provided

THE University of Oregon was established by an act of the State Legislature, October 19, 1871, and located at Eugene. The first university building, Deady Hall, was erected by the citizens of Lane County, and was presented to the Board of Regents in July, 1876. In September of the same year, the University opened its doors for the reception of students. The first class was graduated in June, 1878, and numbered five members.

The organization of the University of Oregon at present is a graduate school; a college of literature, science and the arts—including, in addition to the regular departments, courses preparatory to journalism, to law, and to medicine, and a school of commerce; a college of engineering—including civil, electrical, railroad and chemical; a school of education; a summer school; a school of music, a school of law, in Portland, and a school of medicine in Portland.

Usual Degrees Given.

The growth of the institution the past few years has marked the influx of a new population into the Willamette Valley. Families of the Eastern states and Middle West have sent their sons and daughters to Eugene not only to finish their education, but form their friendships and associations among the new generation in the Willamette Valley and the state—among whom they expect to spend their lives.

Campus Is 80 Acres.

The University campus contains 80 acres of land, valued at \$500,000, all lying within the city limits of Eugene, in easy communication with the business and residence section by electric cars. The University buildings are 10 in number, substantially constructed in the main of brick and stone.

Legislative Assembly appropriations aggregating \$500,000 for new buildings, increased maintenance, etc., were provided for to take care of the rapidly increasing number of students.

Erection of the new buildings, however, was delayed by the filing of referendum petitions on the appropriations, unless the petitions shall be thrown out by the courts on the ground of gross fraud in the signatures. If this latter should be the case, the money will,

it is believed, be available early in 1912, when the Board of Regents will proceed with the plans, since the additional equipment is urgently needed.

The University Library, which in reality is a laboratory for the whole institution, contains something over 36,000 bound volumes, in addition to several thousand unbound volumes and periodicals. Four years ago the Board of Regents made a fixed appropriation of \$10,000 annually for the purchase of new books, and during that period some 18,000 volumes have been added.

Studies Largely Elective.

The requirements for admission to the freshman class of the University comprise the completion of the usual four years' state high school course. One hundred and twenty semester hours of college work, in addition to eight hours of physical training are required for graduation. The work of the University is very largely elective.

The aim of the Board of Regents and of the administration of the University of Oregon is to make the institution of service to all the people of the state. For this reason the summer school was organized, in order that the teaching force and equipment of the University might be placed at the service of the teachers of the state who are unable to attend during the regular sessions. A step of still greater importance has been the organization of the correspondence study department, which in effect throws out the walls of the institution to the furthest limits of the state.

Thousands of dollars annually have been sent out of the state to correspondence schools, a considerable part of which the University planned to save to the people of Oregon. Practically free instruction is now being offered by correspondence in a large number of subjects, including civil engineering, mathematics, history, botany, English literature, physics, economics, school administration, management, art of teaching, etc. Since the organization of the school of correspondence several thousand students have enrolled and taken the work.

Growth Is Shown.

The University of Oregon is growing rapidly. The total enrollment for the last school year in all departments was 1482. Owing to



SCIENCE HALL, GYMNASIUM AND DORMITORY, UNIVERSITY OF OREGON.—SOUTHEAST VIEW TO FAIRMOUNT AND HENDRICK'S PARK.

the rapidly increasing number of high school graduates each year, and to the indicated increase in the population of the state, the promised future growth will be at a very high rate; it will doubtless measure up to the great growth of the Universities of California, of Washington, and of the great Middle Western Universities.

Mistletoe Tree a Landmark

The country around Eugene is the land where the romantic mistletoe comes from. The giant oak trees that line the highways and are found throughout the forests supports tons of the beloved green emblem of Christmas-tide joys. The historic Oregon-California stage highway, which is near Eugene, has been discovered by modern autoists. One of its features is the famous mistletoe tree in the vicinity of Bailey Hill, sentinel-like, pointing the way of the winding road, through foothill orchards, vineyards, and ancient homesteads. This magnificent oak



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HOW THE MISTLETOE GROWS IN THE OAK TREES, NEAR EUGENE.

spreads its venerable branches and is discernible for a long ways.



TWO NEW FRATERNITY CLUBHOUSES OF U. OF O. STUDENTS—TOP, ALPHA TAU OMEGA—BOTTOM, KAPPA SIGMA.



TYPICAL EUGENE BUNGALOW—ONE OF THE MANY IDEAL RESIDENTIAL SPOTS ALONG "THE RACE"

Siuslaw District and Florence

The Siuslaw country, which is now to come into its own, through railroad connection from the Coast to Eugene, comprises a very fertile section in Lane County, with a frontage on the Pacific of thirty-five miles and extending eastward forty-five miles, with the Siuslaw Harbor located near its western center. This district is largely undeveloped virgin territory, practically isolated from the world, its transportation connections being both primitive and limited. Chief attraction of this locality is its mild and even climate, being free from winter fogs, severe cold and changeable temperatures. The secondary attraction is probably its varied resources.

The soil is varied in quality from light sandy to heavy loam, from dry, sunny ridges to submerged flats, affording suitable conditions for a variety of staple products. Well-drained ridges, slopes and benches supply ideal soil and locations for apples, while the deep alluvial flats of the creek bottoms are suitable

for enormous productions of hay, vegetables, celery, asparagus and cranberries. Cultivation of the soil in crops adapted to its location and quality will disclose there are no barren acres. While the land is enormously productive, the sea, lakes and streams are almost equally so. The red-meated salmon are caught and tinned for market; while a hundred or more species of sea and fresh water fish are in great abundance for the sport and sustenance of those who seek them. Clams, mussels, crabs, co-hogs, etc., are exposed to capture by the wagon load at the outflow of every tide.

Chief exports are lumber, salmon and dairy products, fruit and vegetables. There are three merchant mills on the harbor, with a combined capacity of 250,000 feet for each ten hours.

Thirteen billion feet of standing timber is in the tributary forests. Two salmon canneries, with cold storage plants, prepare from 10,000 to 15,000 cases for market yearly. A

creamery company operates a complete butter making plant. The farmer's association has in operation a well-equipped cheese factory. Plans are developing for additional plants in this industry.

The apple and cranberry industries promise most flattering returns. Native cranberries abound in the marshes about the many lakes and streams. Cranberry bogs in other parts of the state are producing as high as \$800 per acre net yearly. English walnuts and domestic berries of all kinds grow and mature to perfection.

The greatest single item of that favored country is its open fresh water harbor, Siuslaw bay. It is the open door to the universal highway, the Pacific Ocean.

When the enormous tonnage of lumber and other productions of the interior country tributary to this harbor is considered, its enormous saving to the people of the district is beyond computation. The Siuslaw harbor is to the community of Eugene and the interior country what San Pedro harbor is to the city of Los Angeles, California. It is an open door through which Eugene may travel to commercial supremacy.

The people of the Siuslaw district voted to bond for \$250,000 for harbor improvement,

\$100,000 of which is now being spent on the first contract. Congress has appropriated \$50,000 for this year and will appropriate more for continuing the work. Realizing the benefits to be derived from this improved transportation, immigration is filtering into this district. Latent resources are being developed, new enterprises started and many new homes built by the determined settlers.

The town of Florence is situated on the north shore of the Siuslaw bay, one and one-half miles from the ocean beach. It is located just below the confluence of the North Fork and the main Siuslaw rivers with Siuslaw bay, and near enough to the ocean beach to be an attractive seaside resort. It has a population of eight hundred, with numerous stores, shops, several churches, good schools, bank, daily mail, telephones, and no saloons. It has a specially enterprising class of people, as indicated by their determination to improve their harbor. They were the first to take advantage of the "Harbor Improvement Bill" provisions. Florence has direct and regular boat service to Yaquina, 40 miles north, and Portland, Ore., both railroad points. It is in line for railroad connection with the first line to be built along the coast, or from Eugene to Coos bay, the survey of the Eugene and Western and Willamette-Pacific Railways.



TYPICAL PROSPEROUS HOUSE OF THE WILLAMETTE VALLEY FARMER AND ORCHARDIST.



NEW MOTORING ROAD THRU HENDRICK'S PARK, SCENIC BEAUTY SPOT OF EUGENE.

Cloth and Blanket Manufactures

The Eugene Woolen mill is one of the important manufacturing industries of the city. The monthly pay roll of this institution exceeds \$3,000 per month. The brands of the goods turned out are well-known in the textile jobbing trade. Flannel cloth and blankets are being produced under the trademark of the "Three Sisters." This is indicative of the three snowpeaks of the Cascade range, seen from points near Eugene. Blankets, woolens, and Mackinaw cloth, in rich variety, the latter that extremely heavy fabric adapted for men's outer garments in cold climates, are the principal articles of manufacture. The demand for these and other goods made in Oregon is good. The principal markets for the product are San Francisco, Seattle and New York. A great quantity of the goods made in Eugene, at this mill, supply the Alaska trade. Betterments to the extent of \$4,000 in new machinery

have been installed this season. A large amount of the wool used comes from Eastern Oregon and California points, but the Willamette Valley wool is preferred and is first in demand. The best wool grown anywhere is grown here in the Willamette Valley.

For Information

About Eugene and vicinity not contained in this magazine, address D. C. Freeman, Manager Eugene Commercial Club, Eugene, Oregon. Other attractive literature on Eugene is in course of preparation. We shall be glad to send this to any lists that may be furnished us. Send us the names of friends who may be interested in Oregon. Write for our postal folder.



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Harvest Time in a Spitzenberg Apple Orchard at Eugene.



One of the Inspiring Panoramic Views of the Willamette River at Eugene.