

THE LANE COUNTY NEWS

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And Remember to Get a Stop-Over for Springfield.

SPRINGFIELD, OREGON, THURSDAY, FEBRUARY 18, 1915.

ADVERTISE SPRINGFIELD.

The Springfield Development League, at its meeting Tuesday evening, spent a considerable portion of its time in discussing the matter of advertising Springfield during the coming summer when so many tourists are going to be on the coast, and the unanimous opinion was that every effort within the means of the community ought to be put forth to bring this place to the attention of prospective investors and settlers. League members were unanimous that some form of literature should be gotten out to give in as concise form as possible, information about Springfield and its surrounding country. Such literature should be on hand in quantities sufficient to supply all inquirers who pay Springfield a personal visit, and additional copies ought to be sent to all who might be interested. The booklet issued by the Willamette Valley Exhibition association gives the names of various community organizations to whom those interested may write for further information. There are bound to be inquiries; Springfield must be prepared to supply the information.

The very name "Springfield" is an asset of value for community advertising. In the United States there are no less than a dozen towns by the name of Springfield, ranging from Springfield, Massachusetts, with a population of 100,000 down to Springfield, Colorado, with 100 people. All of these Springfields are known to thousands of persons more than those who live in them, and to every person who knows of a town by the name of Springfield the word will be a magnet, drawing their attention. It is up to our Springfield to capitalize this interest. Literature and letters sent to these other Springfields will secure attention all out of proportion to the attention paid to the advertising matter of other towns.

Some cities have spent thousands of dollars to impress their name on the minds of easterners; "Springfield" is already known to the greater portion of them, and the hard part of interesting easterners in our community has been done. Why waste the opportunity?

Springfield has not a mint of money at its disposal. Whatever plans for community advertising it adopts must be cut according to the cloth of resources. The strongest co-operation of all citizens is necessary to get the best results. The meeting next Tuesday is for the purpose of tackling this community advertising problem. All who want Springfield to go ahead—and every citizen does; the only difference has been on the methods to be employed—should attend this meeting, take his part in the discussion, and then get behind the movement and present this year to the world as united a front as it is possible for any town to present.

BRINGING THE MAN TO THE JOB.

The Federal Department of Labor has opened an employment bureau with the largest force and the most comprehensive system of Government aid for unemployed workers ever utilized by a nation. There are 250,000 Government employes enrolled as volunteer workers in Secretary Wilson's plan of "bringing the manless job and the jobless man together."

The applications, forms of which may be found at any post office by job seekers, contain blanks which will show the name, weight, sex and race of the applicant, the wages expected, the trade if any, whether married or single, and if married whether his wife would accept employment as a domestic, and what amount of money he could pay for railroad fare.

Blanks on which employers make application for laborers state the nationalities preferred or acceptable, whether single men or men accompanied by their families are preferred, whether transportation will be advanced and whether, if advanced, it will be deducted from wages. Other information will be given as to labor conditions, prices of rent, board, and lodging and length of employment and hours of work.

If employers advance money to pay railroad fare the ticket will be bought by the official of the Department of Labor at one of the eighteen distribution zones nearest the place where employes are to be sent, the ticket will be delivered to the applicant, a receipt will be taken, the baggage will be checked and checks mailed to the employer, and the applicant will be placed on a train.

If unable to speak English, a tag bearing his address and directions will be placed on him. Identification slips are to be given to the employe, giving his name and the name and address of the employers to whom he has been directed. There are other blanks on which the employer will notify the Department of Labor that the employe has arrived and has gone to work.

There are separate blanks for employers of farm laborers, and for employers of laborers or men of other occupations than farm work. There are also blanks for settlers, farm tenants, and domestics, the object being to fill every labor demanded.

The Springfield School board has taken cognizance of the educational value of well selected motion pictures and has made arrangements similar to those in Roseburg whereby

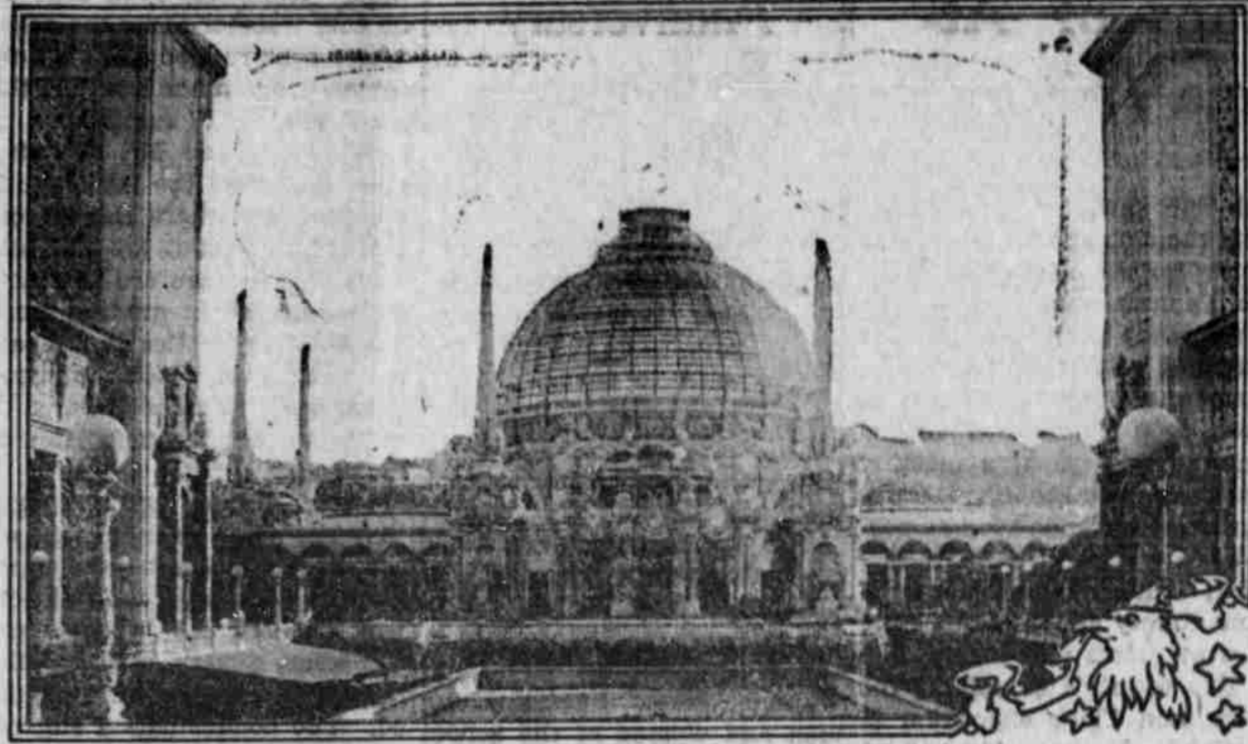
Big International Exposition's Amusements Novel and Wonderful

President Wilson Will Visit Panama-Pacific Display of Nations via Panama Canal—Vanderbilt Cup Race and Grand Prix Will Be Held in San Francisco.

By HAMILTON WRIGHT.
WONDERFUL and novel amusements, parades and pageants of the oriental countries, auto and yacht races and athletic contests will be observed upon a scale of unexampled magnitude and grandeur at the Panama-Pacific International Exposition. The extensive participation of China, Japan, Siam and Indo and Cochiti China, when taken in connection with the plans already made and with the interesting oriental population of San Francisco, assures such spectacles as have never before been seen in the occident. Parents of miles in length set off by wonderful fountains and marvelous pyrotechnics will wind through the streets of San Francisco. There will be held throughout the

this event. The famous Salt Lake Mormon choir, the deep toned plaintive singers of Hawaii and even a chorus of fifty Maorian singers will take part in the choral events. At an expenditure of \$1,250,000 the Exposition has constructed a great Auditorium in the civic center of San Francisco, which will be used by the great conventions and song festivals. Mr. and Mrs. Douglas Crane will present their latest terpsichorean novelty, the "Exposition Tango." Mr. Harry Lauder will stage the Exposition ballets.

The amusement section of the Exposition, the "Zone," corresponding to the famous "Midway" at the World's Columbian Exposition at Chicago, will carry out the purpose of the Exposition to give every feature a high educational value. The Grand Canyon concession is built upon so prodigious a scale that visitors will view the canyons from a standard gauge railway coach running on a standard gauge track. A huge working model of the Panama canal is so extensive that visitors seated in comfortable theater chairs will be carried along the route of the canal upon a movable platform, and a diorama at the arm of each chair will describe each scene as it comes into view. A novel amusement feature will be provided by working submarine boats of sixty-five tons displacement, which will operate in an artificial lagoon. The Aeroscope, a huge inverted pendulum, operating like a giant seesaw, with a great balancing weight on the short end and a car for passengers at the extremity of its long



WONDERFUL GLASS DOME OF THE PALACE OF HORTICULTURE, PANAMA-PACIFIC INTERNATIONAL EXPOSITION, SAN FRANCISCO, 1915.

Palace of Horticulture, looking through the Court of Palma. This beautiful structure has a glass dome 185 feet high and 152 feet in diameter. Crowning the dome is a huge basket. The general style of the architecture is the French renaissance, with Saracenic modification. The extreme length of the palace is 672 feet and breadth 320 feet.

entire period of the Exposition, which opens Feb. 20, 1915, a series of great events, including sports and athletic contests of many kinds conducted upon a scale of great magnitude.

The Vanderbilt Automobile Cup Race and the Grand Prix, the two supreme events of the automobile year, will be held upon a four mile course, embracing a circuit of the Exposition palaces, a spectacular background far exceeding in beauty and grandeur any which ancient Rome beheld during its historic chariot races. The Vanderbilt Cup Race will take place on Feb. 22 and the Grand Prix on Feb. 27, 1915. Great motorboats of the deep sea cruiser type will race for a \$10,000 prize from New York through the Panama canal to the Golden Gate. A series of international yacht races in the twenty-one meter class will be held in San Francisco bay. President Woodrow Wilson, Emperor William of Germany and King George of England have each offered trophies in these events. Swimming, water polo, fly casting, canoeing, football, baseball and long distance foot racing are included in a series of more than 200 different kinds of contests. President Wilson himself will attend the Exposition, and it is probable the members of congress will attend in an especially chartered steamer.

Of international interest will be the greatest live stock show in the world's history. More than \$500,000 will be awarded in prizes in a continuous live stock exhibit. Rare and valuable breeds of all kinds of live stock from distant countries of the globe will be shown. Specimens of the famous Chillingham wild white cattle will be exhibited for the first time. With the exception of two specimens at the London zoo, this breed has never been shown outside of Chillingham park, England. These cattle are pure white, with black noses, black tips to the ears and black horns. An international sheep shearing contest will be one of the unique exhibitions.

For the musical events there has been built by the Exposition the magnificent Festival Palace upon the grounds. This is equipped with a wonderful pipe organ, upon which Mr. Edwin Lemare, world famous organist, among other celebrities, will give a series of recitals. The International Exhibition will at San Francisco compete for \$25,000 in cash prizes. More than 20,000 singers will participate in

Imagine, for the purposes of illustration, the interest, action and novelty of ten great circuses like Barnum & Bailey's combined into a single "greatest show on earth" and presented at ten times the cost of the single production and an idea is gained of the originality of this section. A total of more than eleven millions of dollars has been expended in its establishment. The concessions, as these less serious features of the Exposition are known, include a great open air panoramic reproduction of the Yellowstone National park and a similar representation of the Grand Canyon of Arizona, presented by two of the transcon-

er arm, will raise sightseers more than 325 feet above San Francisco bay, affording an unsurpassed view of the Exposition City and the Golden Gate.

Apart from the amusements, conventions and congresses, the vast pageants, the superb pavilions of the nations and the magnificent state buildings, the Exposition itself is a sight well worth seeing. The giant exhibit palaces, the loftiest and most imposing exhibition buildings ever constructed, are in their architecture representative of the finest work of a commission of famous American architects, who freely collaborated with distinguished members of this profession abroad.



VAST TRIUMPHANT ARCH AT THE WORLD'S GREATEST EXPOSITION, THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION, SAN FRANCISCO, 1915.

Arch of the Setting Sun in the west entrance to the Court of the Universe at the Panama-Pacific International Exposition. Surmounting the arch is a group of statuary representing "The Nations of the West." In the middle of the group is an emigrant wagon drawn by oxen. Riding in this is the figure of a woman, "The Mother of Tomorrow," and by her side are two children, "The Hopes of Tomorrow." Other figures represent an American Indian, a Mexican, an Alaskan and other American types.

pupils of the grades who reach a certain standing in their studies and department are given free tickets to the local moving picture theatre. In the last year or two the motion picture has developed a large place in the educational system of the country. Particularly of value to the educator are the industrial films which show the processes of manufacture of articles; the travel films, and the general news films which depict scenes from all parts of the world. Added to these are the photo presentations of famous plays by competent players, bringing the literature of centuries past vividly before the students. The wild western comedy film is not as popular as it was, especially here in the west. By a judicious selection of pictures, the motion picture theatre can have a potent influence on the education of the young.

One must hope that this time General Villa has chosen a president for Mexico who can be trusted with the key of the national treasury.

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