

Bill Boards

Offer one of the big means of advertising, but they lack the ability to get into the homes of the buyers. That is where the Lane County News goes twice each week with its big budget of Springfield News. Tell your story of bargains in The News and get results.

Job Printing

The law requires that all butter offered for sale shall bear the name and address of the make and weight of the package. Writing these by hand is too slow; get them printed on vegetable parchment with special non-oil ink. 100 for \$1; 200 for \$1.35; 500 \$2.40.

The letter head, envelope and statement are the means by which the business man visits his customers. Neat printing raises the estimate the recipient has of the business house. Let the News Printery work out a catchy letter head design for you.

The News has just designed an envelope with a concise resume of Springfield's advantages. There is ample space for the address and for the return card, and the extra cost is nominal

Linotyping for the Trade

The Lane County News

Springfield, Oregon

FOREST RESERVES AID TO FARMERS

Cutting of Timber Opens Market for Farm Products—Forests Preserve Rainfall for Summer Consumption.

Portland, Ore., Aug. 2.—In regions where timber is the most important natural resource permanent forests managed with a view to sustained timber production are absolutely essential to the continuance of agriculture, according to an article in the Year Book of the Department of Agriculture just published. The result of exploiting the timber without thought of the future is the final disappearance of lumbering operations and therefore the withdrawal of an important local market for farm products. In addition, forest fires often ravage the cut-over lands and thus preclude the development of a new local market by the resumption of lumbering; for after fire there is no chance for a new crop of trees.

From a region where productive timberland has been converted into a barren waste, the farmers usually have to move

out. There are parts of the United States in which cultivation of the soil has ended with the cessation of local lumbering, or at least shortly afterward, because with the withdrawal of the wood-workers went the farmers' market for meats, vegetables hay and grain. There are other regions where the stability of local agriculture is absolutely bound up with forest protection. This is strikingly true in parts of the Appalachian Mountains of the East; it is no less true in many of the national forest regions of the West.

A few years ago, continues the article, more than a hundred farmers in Montana petitioned against the then proposed elimination of their section from the Kootenai National Forest. Its elimination they knew, from the history of adjacent land outside the forest, would mean that it would at once be taken up by timber speculators and lumber companies to be held for years without development. They knew also that if this came about, neighbors could not be obtained or roads and schools be developed in the county as rapidly as if the land remained under government control, by which

the portions really more suitable for agriculture than for forest purposes would in time be entered by permanent settlers under the Forest Homestead Act.

In 1911 an association of Colorado farmers, who irrigated their farms with water from the North Platte River, sent an urgent request to the government to restrict timber cutting on the North Platte watershed, so that, as far as possible, high spring freshets could be prevented and more water available for irrigation during the summer months, when the crops were most in need. They said that they relied upon the national forest, within which the watershed lay, to ensure a steady flow of water for their crops.

The national forests, says the article, besides being the American farmer's most valuable source of wood, which is the chief building material for rural purposes, are also his most valuable source of water, both for irrigation and domestic use. In the West they afford him a protected grazing range for his stock; they are the best insurance against flood damage to his fields, his building, his bridges, his roads, and the fertility of his

soil. The national forests cover the highest portions of the Rocky Mountain ranges, the Cascades, the Pacific Coast ranges, and a large part of the forested coast and islands of Alaska; some of the hilly regions in Montana and in the Dakotas, Oklahoma, and Arkansas, and limited acres in Minnesota, Michigan, Florida, and Porto Rico. In addition, land is now being purchased for national forests in the White Mountains of New England and in the southern Appalachians. In regions so widely scattered, agricultural and forest conditions necessarily differ to a great degree, bringing about corresponding differences in the effect of the national forests on the agricultural interests of the various localities. Whenever agriculture can be practiced, however, the farmer is directly benefited by the existence of national forests and by their proper management.

In addition to regular traffic the S. P. Co. sent 30 extra trains of Shriners over the line in 27 hours.

The News for East Lane news.

Clairvoyant and Palmist

The Famous Life Reader, Madame LaMar has arrived in Springfield and is located at the Elite Hotel. This well known medium has read the past and future of thousands; she guarantees to do the same for you, or make no charge. Call and see her at once. Low fee this week. Office hours, 10 A. M. to 9 P. M. Elite Hotel.

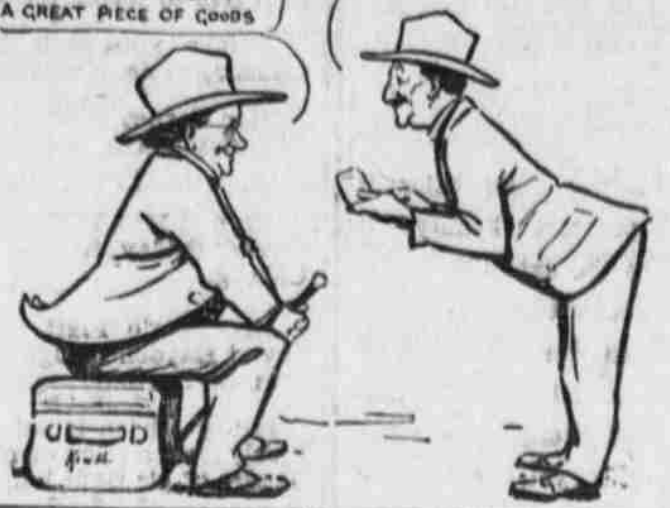
"MONEY"

The mint makes it and under the terms of the CONTINENTAL MORTGAGE COMPANY you can secure it at 6 per cent for any legal purpose on approved real estate. Terms easy, tell us your wants and we will co-operate with you. PETTY & CO., 513 Denham Bldg. Denver. 1-1A5

THE GOOD JUDGE AGREES WITH THE DRUMMER.

MY, BUT YOU'RE A HUSTLER. YOU MUST BE HANDLING A GREAT PECE OF GOODS

I CERTAINLY AM— THE REAL TOBACCO CHEW



MEN are learning the truth about chewing tobacco.

The Real Tobacco Chew is so good, gives a man so much comfort and solace that you hear users every day telling their friends to get started on it.

A little chew of pure, rich, mellow tobacco—seasoned and sweetened just enough—cuts out so much of the grinding and spitting.

THE REAL TOBACCO CHEW IS NOW CUT TWO WAYS!! W-B CUT IS LONG SHRED. RIGHT-CUT IS SHORT SHRED.

Take less than one-quarter the old size chew. It will be more satisfying than a mouthful of ordinary tobacco. Just take a nibble of it until you find the strength chew that suits you, then see how easily and evenly the real tobacco taste comes, how it satisfies, how much less you have to spit, how few chews you take to be tobacco satisfied. That's why it is the Real Tobacco Chew. That's why it costs less in the end. The taste of pure, rich tobacco does not need to be covered up. An excess of licorice and sweetening makes you spit too much. One small chew takes the place of two big chews of the old kind.

Notice how the salt brings out the rich tobacco taste!! WEYMAN-BRUTON COMPANY, 50 Union Square, New York City

BUY FROM DEALER OR SEND 10¢ STAMPS TO US

Made in Springfield

Patronize the Payroll of Your Home Town

The House of Quality

You get your money's worth when you trade at

Eggimann's Candy Kitchen

Springfield Bakery

Bread, Pies, Cakes, Cookies, etc. Wedding and Party Cakes a Specialty

S. Young, - Proprietor

IF YOU HAVE NEVER TRIED

THE SPRINGFIELD CREAMERY

CHAS. BARKMAN, Manager

Try it and be convinced that it pays to patronize home industries.

SPENDS ITS MONEY AT HOME

The Lane County News divided its expenditures last year, thus:
Supplies bought outside of Springfield, including paper and new machinery 20.4 p. c.
Supplies bought in Springfield, including rent, etc 19.1 p. c.
Payroll, entirely in Springfield 60.5 p. c.

80% Spent at Home

Watch this space for our next adv. : : :
SPRINGFIELD FLOUR MILL

The Springfield Planing Mill Company

Manufacturers of SASH, DOORS, MOULDINGS, BRACKETS, TURNING, STAIR BUILDING, Extension Tables, Drop Leaf Tables, Breakfast Tables, Kitchen Cabinets, Cupboards, Safes, Step Ladders, Fruit Boxes, Berry Crates, Folding Clothes Racks.

ELECTRICITY

For light, heat and power. "Made in Springfield."

Oregon Power Co.

WANTED

Another Springfield industry to place their card in this space.