SPRINGFIELD, OREGON COMMUNITY SURVEY

COMPILED BY



JANUARY 1959

SPRINGFIELD CHAMBER OF COMMERCE

CITY OF SPRINGFIELD "FACT SHEET" Liesman mallit 1959 ... venrodik vilo

HISTORY

In 1849, Elias M. Briggs, the first settler, located his home in a field near a bubbling spring. After Briggs fenced in the field, it became known to the early pioneers as the spring field. This name was later reduced to Springfield and thus became the name of the entire settlement which sprang up aroung the Briggs home-site.

Springfield's modern police dpartment has 20 full time empMOITADOL which includes a police chief, 2 detectives, 3 sergeants, 1 police Nestled between the beautiful Willamette and McKenzie Rivers near the point of confluence in the southern portion of the Willamette Valley, Springfield is 123 miles south of Portland, 550 miles north of San Franscisco, 75 miles east of the Oregon coast and 80 miles west of the McKenzie Pass in Oregon's snow-capped Cascades.

POPULATION

| 1940 | U. S. Census 3,805 |
|------|----------------------|
| 1950 | U. S. Census |
| | Estimate |
| 1958 | Lane County estimate |

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AREA

4.3 square miles.

CLIMATE

The climate is considered mild. The mean annual temperature is 52.4 degrees, F. The mean annual precipitation is 37.51 inches. 90% of the annual precipitation falls between October 1st and June 1st. Prevailing winds are westerly.

| | Ave | Ave | | Ave | Ave |
|--------|------|------|----------|------|------|
| | Max | Min | | Max | Min |
| Summer | Temp | Temp | Winter | Temp | Temp |
| June | 74.6 | 48.6 | December | 47.3 | 33.9 |
| July | 82.4 | 50.7 | January | 44.8 | 31.6 |
| August | 82.0 | 50.0 | February | 50.4 | 34.9 |

The city is served by a \$375,000 sawage disposal plant while HIT This plant was cited by the Governor

Mailing address - 4th and North A Street.

CITY OFFICIALS

Mayor......Mr. Edward C. Harms, Jr. City Manager.....Mr. E. Robert Turner Recorder-Treasurer..Mr. William Mansell City Attorney Mr. Robert B. Carmichael City Engineer.....Mr. L. T. Eison

FORM OF GOVERNMENT

Council-Manager, composed of mayor and six councilmen, all elective, and manager appointive. City manager system inaugurated in 1947.

POLICE DEPARTMENT eman edt emaced audt bna bleigning of besuber retal

Springfield's modern police dpartment has 20 full time employees which includes a police chief, 2 detectives, 3 sergeants, 1 police woman and 13 patrolmen. The department has 4 pieces of motorized equipment, plus modern three-way radio facilities. The police policy stresses crime and accident prevention and services to the public, and the property of the policy of the policy of the policy of the public of the publ such as home vacation checks, free hub cap marking and bicycle safety checks. Parking meters are maintained in the business districts. M end Public inspection of the Springfield Police Department is invited.

FIRE DEPARTMENT

Springfield has one of the finest fire departments in the state. The central fire station is located in the City Hall. There are 7 pieces of modern motorized equipment, including 1 1000 GPM engine, 1 750 GPM engine, 2 500 GPM engines, 1 500 GPM 1000 gallon tanker, 1 pickup truck, and 1 station wagon. All apparatus is equiped with two-way radio, and a base station is operated in the fire department office. A coded fire horn and coded steam siren are used to call off-shift and call fireman to major alarms.

FIRE INSURANCE CLASSIFICATION

The city has a class five classification.

OTHER CITY DEPARTMENTS

Street, engineering, building inspection, and city finance. STREET SYSTEM bas tal redotoO neewted allal moltatiques of summa ent lo

40 miles of streets. In 1950 less than 5 miles paved, this included U.S. Highway 126 which ran through the city. 1958 more than 22 miles paved; balance of streets have oiled surface. An extensive street paving program is now underway.

SANITATION

The city is served by a \$375,000 sewage disposal plant which was put into operation in 1954. This plant was cited by the Governor of Oregon as being the most effective treatment plant on the Willamette River.

enger cara......63,788

PARKING METERS

Revenue in 1957-58 was \$16,000. The city government uses this entire revenue for maintenance and purchase of parking meters and acquisition of off-street parking facilities.

BUILDING PERMITS

ASSESSED VALUATION (City of Springfield)

1957-58.....\$12,925,926

TAX RATE PER \$1000 of ASSESSED VALUATION BIGITARITY TO WITH EGAST JIATUS

\$85.70. Assessed valuation is 25% of real value.

BONDED DEBT

As of July 1, 1958, City of Springfield.....\$1,693,000. School District #19...... 3,066,933 Willamalane Park Distict... 220,784

Amount of city bonded indebtedness retired out of taxes amounts to only \$245,000.

URBAN' RENEWAL

Springfield has become known as a leader in small community redevelopment. A 150 acre urban renewal project now under study will revoide arterial street access, a new park sites for 109 new homes, multiple units, and a church. "Shoppers Paradise", an experiment in downtown revitalization, conducted in 1957, achieved international recognition, and has become the basis for downtown redevelopment in Springfield and many other communities. ... moldes 2 out

FINANCIAL 1957

Two banks, the First National Bank of Oregon and the United States National Bank of Portland, have combined deposits of \$14,269,001 and loans of \$5,459,000.

POSTAL RECEIPTS

| 1950 | | | | | | | | 86,792.75 138,769.89 144,949.06 |
|------|------|--|--|--|--|--|--|---------------------------------------|
| 1955 | | | | | | | | 138,769.89 |
| 1957 | | | | | | | | 144,949.06 |

Sporting Goods............

MOTOR VEHICLES - 1957 Lane County

| Passenger cars | 63.788 | PARKING METERS |
|--------------------|--------|---------------------|
| Principa | 6.089 | |
| Buses | 04 121 | ur enueven |
| Marailana | 2 800 | |
| Motorcycles | 472 | |
| Total registration | 73,369 | OMESHING DUTY TITLE |

TRADE AREA

The Springfield-Eugene metropolitan trading area serves an estimated population of 115,000 persons plus an additional 36,000 from throughout Lane County. This is the fifth largest market in the Facific Northwest and the second largest in Oregon.

RETAIL TRADE City of Springfield

| Retail Sales, 1955 Retail Sales, 1957 | \$16,536.000 19,546,000 |
|--|---|
| Food Stores | 6,274,000 1,323,000 Tand Charles |
| ApparelFurniture & Appliances | 916,000 valo 935,000 L viut 70 eA |
| Automotive | |
| Building Material & Hardware Drug Stores | 1,649,000 748,000 to to tayonA 937,000 000,2450 vino of |
| Eating & Drinking | |

Source: Sales Management, May, 1958.

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From the control of the contr

TYPES OF BUSINESS

RETAIL

| March tealtraffration, cougnified for 1921's scureach |
|---|
| Automotive Dealers, New & Used 7 Service Station |
| Drug Stores 5 |
| Drug Stores |
| Tioniata Honesto Io anna Language Jean Gli Sansa Owi |
| Hardware Hardware |
| Building Supplies |
| Funniture & Annliances |
| Apparel - Men and Women |
| Feed & Seed |
| Bakeries |
| Variety Stores 4 |
| Jewelry Stores 4 |
| Sporting Goods |
| Music Store 1 |

SERVICE*, emit flul tatts, 250 Matts, full time, watts, full time,

Building Contractors.....4
Restaurants & Taverns......25 Photographers..... 1 Mailing address, P. O. Box 546, Eugena, Oregon

* All figures approximate

Other TV Stations received in the Springfield area are KION TO THE STATE OF THE STA

Modern stores, friendly, courteous employees and ample parking, complete selection and competitive prices make shopping in the Springfield area a most convenient and pleasant experience.

Personalized service has been developed to a high degree by Springfield merchants. Taye II an edt ve bevree serA (8701 I redmedges)

Shopping areas in and around Springfield include downtown Springfield, Paramount District, Pay and Save area, Northgate Shopping Center, and Glenwood.

BUYING INCOME 1957 | bas bieffanings to sheen notisened end anives

Collective Family Buying Income..... \$ 5,214 Effective Per Capita..... 1,540

Source: Sales Management, May, 1958

NEWSPAPERS The at marrorg fancitaerser bonors racy become ad-flew A

The Springfield News is published semi-weekly on Mondays and Thursdays, circulation 5,000. Publishers: Harrison P. Hornish, John N. Nelson, and Frank Wiggins. Mailing address, P. O. Box 668, Springfield, Oregon. Warrell ent to one to enote entoughed partitions

Other papers received in the area are The Eugene Register-Guard, Portland Oregonian, and the Portland Oregon Journal.

RADIO. STATIONS to total to include and and and behalout settlibad

KEED, Independent, 1050 Kc, 1000 Watts, daytime only, was established in 1954. Owned and operated by Keed, Inc, Glen M. Stadler, President and General Manager. Mailing address, P. 0. Box 696, Springfield. Oregon. e are ered, the city, there are a ere a ered of the city, there are a myriad of beautiful and fully developed county and state parks. Full information sent on request. KORE, Mutual Don Lee, 1450 Kc, 250 Watts, full time, was established in 1927. Owned and operated by the Lane Broadcasting Co. Lee Bishop, President. Springfield studios located at 5th and Main in the Gerlach Building.

Other broadcasting stations heard in the Springfield area are KERG (CBS), KUGN, (NBC), AND KASH (ABC).

TELEVISION

Springfield is served principly by KVAL-TV Channel 13 (NBC), operating hours, 9 A.M. to 11:30 P.M. It is owned and operated by Eugene Television Incorporated, Mr. S. W. McCready, General Manager. Mailing address, P. O. Box 548, Eugene, Oregon

Other TV Stations received in the Springfield area are KION-TV (CBS), Channel 6; KP-TV (NBC), Channel 12; and KGW-TV (ABC), Channel 8, Portland, Oregon.

TELEPHONE AND TELEGRAPH

Telephones in service within the city, nearby communities and surrounding area, with a Riverside prefix, approximately 9,829, (September 1, 1958). Area served by the Bell System, city on dial system. Western Union provides telegram and cable service to all parts of the world.

WILLAMALANE PARK AND RECREATION DISTRICT

Serving the recreation needs of Springfield and its surrounding area is the Willamalane Park and Recreation District. Willamalane is known for its talented leadership, alert management and modern recreation facilities. Recreational activities are provided by a full time administrator and staff, under the guidance of a Park Board elected directly by and responsible to the people.

A well-balanced, year around recreational program is afforded to persons in every age group, which includes a full schedule of sports, crafts, social and cultural activities.

Summer fun for the entire family is enhanced by swimming in the sparkling turquoise waters of one of the Northwest's finest outdoor pools.

Special features offered are square dancing, coin collecting, archery, gun club, golden age club and many others.

Facilities included within the recreation district are outdoor swimming pool, fine neighborhood parks, tennis courts (one lighted), playground, picnic area, two community centers containing gym, craft rooms, meeting rooms, auditorium with stage, and kitchen; six softball diamonds (one lighted), wading pool and rifle range.

Also within easy driving distance from the city, there are a myriad of beautiful and fully developed county and state parks. Full information sent on request.

Privately owned and operated by H. M. and Margaret Ruberg. Located 12 miles ENN of Springfield's city center. One paved runway 2,000 feet in length, situated in an East-west direction. Transportations to metropolitan areas provided by a courtesy car. Lights available on call, gasoline 80-91 octane, communication UNICON 1228, complete aircraft and engine repair facilities at the field. Flight instructions given, charter and ambulance service can be provided upon request. Direct phone at field for weather and CAA communications. Cafe facilities, aircraft dealer. Mailing address 1300 N. 28th Street.

Also located 15 miles northwest of Springfield is Mahlon Sweet 15 Airport on U. S. Highway No. 99. Providing air service out of this modern air terminus are United Airlines and West Coast Airlines, with 7 flights north and 8 south in summer, and 6 flights north and 6 south in winter and befrev bas was ere sineve bas mangorq farutius ed RAILROADS title group). Cascade Chorus (internationally recognized men besingory losses (internationally recognized men).

Springfield is directly served by the Southern Pacific Railroad which provides transcontinental passenger and freight service.

The Oregon Electric Railway also serves the immediate area. I DIJAUT

HIGHWAYS . Dring of the future in mind, springisted

Springfield is located just one mile to the east of U. S. Highway 99, which is the principal north-south highway artery in the states of Oregon, Washington and California. This highway has been designated a part of the national interstate highway building program, and is presently being constructed into a four-lane freeway along its entire length. It provides direct highway access to all principal markets along the West Coast of the United States. exhibits on display also.

U. S. Highway 126, better known as the McKenzie River Highway, HORURO originates in Springfield and runs east through the beautiful McKenzie River country, over the Cascade Mountains to Redmond, Oregon, where it connects with transcontinental highway U. S. 26. Junction of State Highway 58 is just 6 miles south of Springfield at Goshen, and affords a direct route through a portion of the magnificent Southern Oregon Cascades and Lake County to U. S. Highway 97 and southern points.

A beautiful drive to the Oregon Coast from Springfield can be made via State Highway 36. Junction of this scenic route and U. S. 99 just 18 miles north of the city.

BUS LINES

Local transit is provided by the Emerald Transportation System,
The area is serviced by Pacific Greyhound, Pacific Trailways, and Continental Trailways antras ed . tolitable ed in selim energy 781 to metays loones by selim ed . tolitable bellian asalo-taril a et ed trail ed from sed trail of the trail of the selim ed . The ed trail bellian selo-taril bel

FREIGHT COMPANIES

The Springfield area is served by various major trucking concerns which provide freight service throughout the United States.

RECREATION & ENTERTAINMENT

Located just 8 miles east of the city, in the lovely and picturesque Mohawk Valley is the newly built 9 hole Springfield Country Club. Springfield also has a modern eight lane bowling alley. A skating rink is located just outside the city limits. There is one indoor theatre with a seating capacity of 600, and two drive-in theatres with a combined capacity of 900 cars.

CULTURAL

The cultural program and events are many and varied in Spring-field. Paramount among these are the Willamalane Players (little theatre group), Cascade Chorus (internationally recognized men's singing organization), Willamalane Art League and adult extention classes offered through the Springfield High School and the University of Oregon.

PUBLIC LIBRARY stathemmt edt sevrez ozla vawlian sirtsell nogero ed

Designed and constructed with the future in mind, Springfield's new Public Library was dedicated in January of 1958. City owned, it was built at a cost of \$150,000. It has an area of 9,000 square feet and a total capacity of 50,000 volumes. Total number of volumes now on hand is 14,500.

Its modern facilities include a children's library, a public reading lounge, and an adult reading room. There is a number of fine exhibits on display also.

CHURCHS rawdall revif eigen and ent to moon retted .021 vandall

Springfield has 29 churches representing all denominations. List and location of churches and names of pastors furnished on request.

TOURIST ACCOMODATIONS

There are 10 motels, 1 hotel, and 5 trailer parks in the Spring-field area, offering accommodations of all types and price ranges. Contact the Chamber office for detailed information.

EDUCATION

The Springfield Public School District consists of 16 schools - 12 elementary, 3 junior high schools and 1 senior high school - serving 26,000 citizens of our community which consists of an area of 187 square miles in the district. The Springfield school system is a first-class unified district. The enrollment has more than tripled from 2,000 students in 1945 to 6,447 in 1958

EDUCATION' CONT.

The curriculum of the schools is considered excellent and is a major asset to the growth and development of the community. There are 278 certificated staff members of the school system and 137 non-certificated members, making a total of 415 employees of the school district. Springfield Senior High School is fully accredited with the Northwest Association of Secondary and Higher Schools.

The assessed valuation of the school district in 1957 was \$30,468,000. The total value of the school buildings and equipment is \$8,421,005. Bonded indebtedness of the district is \$3,066,933.54. The Springfield School District has kept pace with the needs of the community in making adequate provision for physical facilities and staff. Sites have been acquired for the construction of three additional schools in the near future. Citizens of the community have given excellent support to their fine school system.

Springfield has one parochial school - St. Alice, a Catholic private school, with an enrollment of 325 students in grades 1 through 8.

COMMUNITY ORGANIZATIONS

Springfield has many outstanding civic, social, fraternal, and veterans organizations. A list of all organizations is printed annually and can be obtained from the Chamber office.

UTILITIES , filorg-non s at lasignoH lalromeM estemalitW-elaneXoM edT

Springfield power and light services are supplied by locally owned Springfield Municipal Power and privately owned Pacific Power and Light Co. Springfield's low rates vary with class of service and quantity of energy supplied. Schedule of rates furnished on The hospital was fully approved by the Joint Commission on Accrediation of Hospitals and has endeavered since its beginning to

GAS .eldleset type of professional and personal service possible. Northwest Natural Gas Co. supplies propane air gas through mains (1,000 B.T.C. Sp Ge 1.21). Natural gas will be available in Spring-field in the fall of 1959, for both residential and industrial use. \$5,000,000 expansion planned over the next three years. Liquified petroleum gas for customers use, off city mains, is also available from various dealers in the area.

FUEL

Wood and sawdust for domestic and industrial uses are available from Springfield suppliers.

Petroleum, such as fuel, diesel and stove oil and bulk gasoline, are available also in any quantity, through local distributors.

WATER SUPPLY a thelleoxe benediance at alcohos ent lo muluoirrue ent

Owned and operated by the Pacific Power and Light Company. Owned and operated by the Facilite Fower and Hight Company. Closed system supplied from eight wells. Reservoir capacity, 1,600,000 gallons. Pressure 60 pounds, fire and emergency, 105 pounds.

WATER CONNECTIONS

January 1, 1958, water connections totaled 4,037. Domestic rates not metered, are \$1.50 monthly. Business and commercial outlets are metered within the city. Metered rate is as follows:

25d per 100 cu. ft. for the first 600 cu. ft. per month 15d per 100 cu. ft. for the next 400 cu. ft. per month 12d per 100 cu. ft. for the next 1000 cu. ft. per month 10d per 100 cu. ft. for the next 3000 cu. ft. per month 8d per 100 cu. ft. for the next 5000 cu. ft. per month 5d per 100 cu. ft. for all additional cu. ft. per month

Special rates for large commercial and industrial users based on capital expenditures to serve water.

All urban areas surrounding Springfield are served by Rainbow and McKenzie Highway Water Districts.

HOSPITAL

The McKenzie-Willamette Memorial Hospital is a non-profit, Cartillity community owned and operated, general hospital. This forty-four bed institution was constructed in 1955 at an expense of over half a million dollars, nearly all of which was raised by voluntary subscription throughout the community.

The hospital was fully approved by the Joint Commission on steeper Accrediation of Hospitals and has endeavered since its beginning to offer the finest type of professional and personal service possible.

It is with sincere gratitude that the hospital, accepts and utilizes the excellent enthusiasm and support offered by the people of the community. Visitors to the hospital are welcome at all times.

PROFESSIONAL SERVICES et andam vdio 110 eau atemodano tot eau mue

3 Certified Public Accountants

7 Public Accountants

17 Physicians & Surgeons

Wood and sawdust

4 Chiropractors

8 Attorneys 13 Dentists 2 Optometrists

AGRICULTURE

Agriculture is Lane County's second most important industry with a total income in 1956 of between \$15,000,000 to \$16,000,000. Chief sources of agricultural income are poultry, dairy, livestock, field crops, horticultural crops, especialty crops, and from timber products.

AGRICULTURE CONT.

The soil types are many and varied, the climate is mild and the growing season is long (approximately 205 days in the Springfield area).

Of the 2,926,720 acres in Lane County 442,158 acres (15.1%) are classified as farm land. Average size farm was 109.4 acres in 1954.

Lane County's farm population approximates 17,200. According to the farm census data for 1954, there are 4,042 farms in the county with an average value of \$19,671. Marketing and transportation facilities in and near the Springfield area are very good and play an important part in the prosperous economy of the local farmers.

For additional agricultural information please contact the Lane County Agricultural Agent, Mr. W. B. Parker or Mr. Hall, at 1170 Pearl St., Eugene, Oregon.

EMPLOYMENT

The Springfield area has grown rapidly in recent years, not only in population, but commercially and industrily as well. Persons interested in establishing industrial and business concerns or seeking employment in various fields of endeavor will find many opportunitues here.

For complete and up to date information on availability of employment in the Springfield area, contact the Oregon State Employment office at 339 11th Ave., East, Eugene, Oregon.

ANNUAL EVENTS on totand ore anotheritiesels spaw IIA . solving due

The Oregon State Broiler Festival, Kid's Day and Christmas Parades are foremost among Springfield's annual events.

Held during the middle of July, the Broiler Festival features barbequed chicken, done to a mouth-watering turn over huge outdoor pits, a Timberama program and the Oregon Miss Slick Chick contest. In 1957 over 15,000 persons were in attendance.

Springfield's outstanding Christmas activities include beautiful street decorations and a huge holiday parade including Santa Claus and live reindeer. Some 20,000 children and adults were present to view this spectacle last year alone.

WAGE LEVELS

Present wages in each industry compare favorably with those of other Oregon areas. For Lane County in 1957 the average weekly industrial wage was \$82.60 and for the lumber industry it was \$93.10.

WAGES*

| TV a Se of sailed ** |
|--|
| The soll types are many and veried, the climate last Montage and Serial Land Contage Space on the long (approximately 205 days in the Serial Lands). |
| Carpenters (Journeymen)\$3.10 per hour Electricians (Journeymen Wiremen)3.45 " " " " Plumbers (Journeymen)3.63 " " " " " " " " " " " " " " " " " " " |
| FEMALE WORKERS TURNYOLISMS |
| Bookkeepers |

in the Springfield area, contact the Oregon State Emplo *Note: All figures are approximations and subject to periodic change. Information obtained from various local unions and the Oregon Employment Service. All wage classifications are basic; no fringe benefits have been included. benefits have been included. First relief effect of the restrict of the restrict

Parades are foremost among Springfield's annual events.

Springfield and the surrounding area offers a variety of good homes in almost every price range with maximum FHA and GI financing available. office Abino pits, a Timbersma program and the Oregon Miss S. In 1957 over 15,000 persons were in attendance.

Good used two bedroom homes can be purchased for as little as \$6,500. Three-bedroom units are priced from \$10,000.

New three-bedroom homes are priced from \$12,500. Homes with three bedroom, two baths, fireplaces electric kitchens and two-car garages are available for less than \$15,000.

Two-bedroom rental housing begins at \$65.00 and three-bedroom units start at \$75.00. Apartment rentals are also available in various price ranges. redmul end tol bon 00.586 sew egew Islatsubut

There are presently eight controlled sub-divisions in the Springfield area with new homes under construction.

A complete list of local realtors can be obtained from the Chamber office.

TAXES IN OREGON

The State of Oregon has a personal income tax and a corporation excise tax. There is no sales tax.

TIMBER RESOURCES

The forests of Lane County contain an estimated net volume of live saw timber trees of over 97 billion board feet (in trees 11" d.b.h. and larger). This volume is exceeded by only one county in the United States and by only four states. These vast timber stands, principally of Douglas fir, extend east from central valley lands into sharply canyoned country of the Cascade Range, and west into the older and less precipitous Coast Range.

The major amount of the county timber is within national forests.

INDUSTRY

The manufacture of lumber and lumber products is the major industry in the Springfield area and it plays a dominate role in the local economy.

Many modern and productive lumber firms have located in Spring-field due to proximity to large stands of timber, availability of labor, favorable industrial climate, adequate transportation facilitties and an abundance of water.

Major lumber companies are Booth-Kelly Lumber Co., Weyerhaeuser Timber Co., Clear Fir Products, Rosboro Lumber Co., Springfield Plywood Corp., Vancouver Plywood Corp., Springfield Lumber Mills, Inc., Hal Andrus Lumber Co., Hills Creek Lumber Co., Al Clements Lumber Co., Fall Creek Lumber Co. and Huntington Shingle Co.

Principal timber products produced in the area are plywood, lumber, Ply-Veneer, edge glued panels, kraft paper, shingles, moulding, fabricated timbers, handle stock, Pres-To-Logs, structural timbers (up to 65 foot lengths), doors and chip board.

There is diversification of industry in Springfield also.

National Metallurgical Corporation produces the element Silicon by an electrical smelting process. This important alloying agent is then used in the production of aluminum die-cast alloys. Plans are now being developed to enlarge plant production by the addition of a second electrical furnace.

The Borden Co. manufactures adhesives for plywood and various types of lumber products.

There are a number of smaller manufacturing concerns producing all types of products which contribute to the diversification necessary for vigerous industrial and community growth.

TOURIST ATTRACTIONS

McKenzie River Area

Springfield is known as the "Gateway" to the world famous alows McKenzie River area.

Here one will find a cool, green, outdoor paradise.

Fishing for the fighting native McKenzie River Rainbow trout from the bank or a double-ender McKenzie River boat is an experience never to be forgotten. Excellent river guide service may be obtained from the McKenzie River Guides Association.

Each year in early spring, the White Water Boat Parade is held. Boats of all sizes and descriptions fight their way down miles of beautiful, white-capped rapids. The exciting event attracts thousands of visitors annually.

Mountain cabin resorts, snuggled among tall stately Douglas fir trees, abound along the river.

Easily accessible from the modern highway are a number of fine picnic and camping facilities, boat launching sites and parks.

From the top of the McKenzie pass, the visitor will behold a panoramic view of the snow-capped peaks of the Cascades and one of the world's most immense lava beds.

Visit the fabulous McKenzie River country. Bring your rod and reel and your camera.

Willamette Recreation Area

In this area to the south-east of Springfield on Oregon State Highway 58, the traveler can enjoy water skiing and fishing in large man-made lakes behind Dexter and Lookout Point Dams just 24 miles from our city center.

Along this scenic route tourists can enjoy the many parks, picnic facilities and lakes to be found in the Willamette National Forest. Ski facilities are also available in this vacation wonderland.

Oregon Coast

West from Springfield, via U.S. Highway 99 and State Highway No. 36, some 80 miles is the spectacular and scenic Oregon coast. Here the visitor will find sheltered caves, sandy beaches and inspiring rocky headlands reaching into the blue Pacific Ocean.

Enjoy hiking, stream and deep sea fishing, swimming in ocean surf and fresh water lakes, relaxation on warm sunny beaches and camping and picnicing in modern parks.

UNIVERSITY OF OREGON

Providing residents of the Springfield area with almost unlimited cultural and recreational activities is the University of Oregon.

A majority of the special events and programs at the University the lectures, plays, concerts, sports events - are open to the public.
The University Theater is one of the finest and provides a wide variety
of dramatic programs. The Failing Distinguished Lecture Series brings
national and international leaders to the campus. McArthur Court is
the setting for Civic Music Association concerts which feature the
world's leading artists.

Of particular interest on the campus are the two museums - the Museum of Art, and the Natural History Museum.

The Museum of Art houses the Murray Warner collection of Oriental Art, one of the largest of its type in the nation. A prized possession of the Museum is an imperial jade pagoda, valued at \$75,000.

The Museum of Natural History presents many fascinating exhibits; masks of Northwest Coast tribes, a series of exhibits on climatic change over the last 50 million years, a demonstration of the origin of volcanic rock, birds of the Pacific Coast, and many others.

The campus itself is one of the loveliest in the nation and annually attracts thousands of visitors to the area. It is at its loveliest in the spring, when the many flowering trees and shrubs present a delightful blending of color and fragrance.

Established in 1876, the University is a relatively young school. When first established it had a student body of 177 and a faculty of 5. Then the University was housed in one building located on a small hill "east of Eugene". Today the University covers more than 170 acres and has enrolled more than 6,200 students on the Eugene campus and additionally some 1,200 students in the Medical and Dental schools in Portland.

MILEAGE CHART- shorest driving distance from Springfield.

| Albany, Ore | Crater Lake 140 Dallas, Ore 71 Depoe Bay 110 Diamond Lake 132 Eureka, Cal 317 Florence 81 Forest Grove 116 Gold Beach 185 Government Camp 161 Grants Pass 146 Gresham 118 Hillsboro 118 Hoodo Ski Bowl 90 Hood River 168 Klamath Falls 173 |
|--------------|--|
| Corvallis 43 | Klamath Falls |

| ACTUAL OF THE CONTRACTOR | EGOSTIO TO TITICATATIVO |
|--|--|
| MILEAGE CHART CONT . ddiw sens blein | when the state of the state of |
| and the statement of Oregon | |
| La Grand | Roseburg |
| Lakeside | Sacramento, Cal481 |
| Lakeview | St. H elens |
| Lebanon50 | Salemed |
| Long Beach, Cal922 | Salt Lake City789 |
| Los Angeles, Cal | San Diego |
| McMinnville90 | of San Francisco |
| Medford174 | Seaside |
| Milton-Freewater385 | Seattle292 |
| | Sequoia Nat'l Park756 |
| Milwaukie | |
| Myrtle Point | Silverton89 |
| Newberg101 | Spokane |
| Newport 99 | Sweet Home51 |
| North Bend112 | Tacoma |
| Olympia, Wash233 | Taft Taft |
| Ontario363.8bo | The Dalles |
| Oregon City | Tillamook135 |
| Oregon Caves198 | Toledo |
| Osewgo107 | Tuscon |
| Otis | Umatilla299 |
| | Vale353 ov 10 |
| Tourne or our transfer transfe | Vancouver, B.C435 |
| Phoenix | |
| Portland | Waldport |
| Port Orford176 | Wenatchee405 |
| Prineville129 | Woodburn |
| Redmond111 | Yachats |
| Reedsport | Yakima299 |
| Reno452 | Yellowstone Nat'l Park862 |
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| building located on a small hill | Then the University was housed in one |
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