

SPRINGFIELD CHAMBER OF COMMERCE

412 MAIN STREET - BOX 155
SPRINGFIELD, OREGON

INDUSTRIAL CENTER OF THE WILLAMETTE VALLEY

COMMUNITY FACT SHEET

FOREWORD

Springfield, Oregon invites your attention as an industrialist. You are seeking new locations for the sake of an expanding market and an increased income. We seek new industrialists because a growing population needs a steady income. In the pages of this folder, we have written in some detail the facts about our community that may answer the questions you will raise.

The market is here, and growing all the time. Excellent transportation brings within easy reach the great metropolitan areas. Power is abundant and cheap, and research centers are nearby to lend their assistance.

The community is a pleasant place to live for both employer and employed. The wonderful reaches of the out-of-doors, the pleasant climate, the schools and the University provide an environment conducive to a happy and healthy community. The democratic spirit of community loyalty that prevails insures enthusiastic support for all kinds of community projects. The majority of the population is middle-class, third and fourth generation Americans of northern European descent. But scattered throughout the area are enough persons of other races and cultures to provide the color and variety necessary to preclude provincialism.

For a hundred years, newcomers to the "Oregon Country" have been writing letters home singing the praises of the comforts of this valley: one sleeps under blankets the year around; there are no droughts, no insect plagues, no cyclones, no floods, no hurricanes, and relatively few irritating pollens. There is only the beneficent rain.

We welcome your inquiries, and we shall welcome you.



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LOCAL INDUSTRY LOOKS AT SPRINGFIELD, ITS HOME TOWN

Reasoning that one way to interest a potential newcomer in Springfield is to quote from those who came, saw and remained, the Chamber of Commerce questioned some 26 major industries operating in the city and its environs.

"How happy are you?" we asked, and forthwith, they told us.

The local labor supply is adequate for the needs of individual industries, 20 firms replied. Only six firms thought there were times when the supply of trained labor to operate specialized machinery was inadequate.

The industrial climate is good in the Springfield-Eugene area, 19 firms replied. One replied that the industrial climate is fair but improving each year, and others added that power charges were reasonable, and there was very good weather, too!

Twenty-one firms gave almost as many different answers in reply to the question, "What are the most favorable factors in getting and keeping industry here?" They reported that they received cooperation and fair treatment from local government and that local government officials and the local business community had an attitude of fairness toward industry. They consider Springfield a good, clean place to live, with reasonable living expenses and adequate housing.

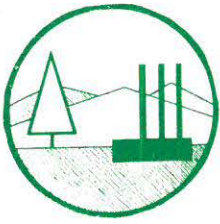
Of major importance to industry are the utilities. Industries already in operation in Springfield are pleased, they report, with the availability and abundance of electric power and its low cost, and with the water, available in sufficient quantity.

On the whole, they said, employee calibre is above average and union labor is cooperative. In addition, they saw merit in Springfield's ability to attract a labor force from other areas because "from the educational, recreational and cultural point of view, this is a good place in which to live and raise a family."

Some industrialists mentioned additional favorable factors, such as adequate rail and highway transportation, availability of raw materials, a market for waste materials, a central location for lumber products manufacturing; desirable climate, proximity to water, good community planning and zoning, adequate schools and diversified recreation.

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INDUSTRIAL GROWTH

The timber industries now play the major role in the local economy, producing lumber, plywood and veneer, studs, piling, shingles, doors, fencing, structural timbers, container board, and hardboard. A commendable feature of the industry is its increasing conversion of waste products into marketable goods.

A stable economy cannot depend solely on one kind of industry. Like the thrifty farmer of old who produced four cash crops every year and thus had a cushion in the event of disaster for one crop or another, Springfield and Willamette Valley seek diversification for the local payroll. Happily, diversification is developing.

Major industrial plants outside the lumber industry include the Borden Chemical Company, which manufactures dry adhesives for use by the plywood industry. Borden has underway now a \$1,000,000 addition to the plant for its manufacture and product development laboratory.

The 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.

Calaveras Cement Company, a division of Flintkote, has just completed a new bulk cement transfer plant in Springfield. The plant has two storage silos with a capacity of 2,350 barrels of cement, and a warehouse with a capacity of four rail carloads of sack cement.

Major lumber products companies in the area are Weyerhaeuser Timber Company, Georgia-Pacific Timber Company, Clear Fir Products, Rosboro Lumber Company, Springfield Plywood Corporation, Vancouver Plywood Corporation, Springfield Lumber Mills, Incorporated, Hal Andrus Lumber Company, Hills Creek Lumber Company, Al Clements Lumber Company, Fall Creek Lumber Company and Huntington Shingle Company.

The Willamette Valley Manufacturing Company has just opened a new plant for the manufacture of ornamental cedar fencing; the output is shipped to western markets.

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RESEARCH

Enterprising industrialists recognize that it is painstaking research that will produce the new ideas, the new techniques and materials, the new frontiers, which aid prosperity.

Springfield is fortunately situated to take advantage of the services offered by both institutions of higher learning and private companies.

The University of Oregon at Eugene has intensive programs of research in its departments of physics, chemistry, biology, and geology. The Bureau of Business Research and Forest Industries Management Center also furnish services to industrialists.

Research done by the School of Education, the departments of sociology and psychology, and the Bureau of Municipal Research contribute indirectly to economic welfare through social services.

Many Springfield industrialists avail themselves of the research facilities at Oregon State College in Corvallis through textbooks and other publications, and attendance at short courses.

The electronic research at Linfield College in McMinnville is very advanced, often pioneering in discovery. It has recently, for example, licensed a corporation to produce X-ray and cathode tubes perfected in the Linfield Research Institute.

Reed College in Portland has an outstanding department of research in physics.

Portland University is beginning research for the lumber industries.

Private organizations include the Northwest Testing Laboratory in Portland, and the Oregon Research Institute of Eugene.

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CLIMATE

Springfield is in the upper or southern end of the fertile Willamette Valley. The Cascade Mountains to the east and the Coast Range to the west bound the valley, and low hills to the south nearly close it, but northward the level valley floor broadens rapidly. Hills of the rolling, wooded Coast Range begin about 15 miles northwest of the city and rise to elevations of 1,500 to 2,500 feet midway between Springfield and the Pacific Ocean, which is fifty miles to the west. About ten miles east, the Coburg Hills, rising to an elevation of 2,500 feet, obscure snow covered peaks of the Cascade Range which reach elevations of 10,000 feet about 75 miles away. Small valleys extend into the hills in all directions, and hard surfaced highways, through passes in the Cascades, provide easy access to winter sports areas.

Abundant moisture and moderate temperatures result in rapid growth of evergreen timber, and lumbering is a major industry. Much of the virgin timber has been harvested, but new growth springs up quickly, so there is very little bare ground in the area, and duststorms are unknown.

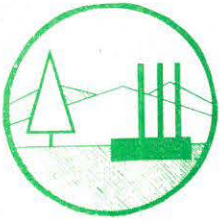
The Coast Range bars coastal fogs, but active storms cross these ridges with little hindrance. The Cascade Range blocks westward passage of all but the strongest continental air masses; when air does flow into the valley from the east, dry, hot weather develops in summer and clear, sunny days and cool, frosty nights in winter.

The centers of low barometric pressure, with which rain is associated, generally pass inland north of Springfield; southwest winds with speeds of ten to twenty mph usually accompany rainfall. Fair weather, in both summer and winter, is most often accompanied by calm nights and daytime northerly winds increasing to speeds of five to fifteen mph in the afternoon which pleasantly cool the valley.

The change in seasonal rainfall is gradual; the first fall rains usually arrive during the second or third week of September, after which rain gradually increases until about the first of January and then slowly decreases to the latter part of June. July and August are normally without rainfall. Snow seldom falls, and melts rapidly when it does fall. Heavy snow storms are so rare they are welcomed as recreational treats when they come, usually every three or four years.

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Temperatures are controlled by maritime air from the Pacific and there are never long periods of extremely hot or cold weather. Maximums of 95° or higher have occurred only in the months of June, July, August and September, averaging three days a year during a seventeen year period of record. During the same period, 100° or higher was recorded on only 10 days. Minimums of 20° or lower are infrequent, averaging five days per year. The temperature has lowered to 32° or below as late as May 31 and as early as September 24, but the average dates of their last occurrence in the spring and first occurrence in the fall are respectively April 9 and October 31. This means a growing season averaging 205 days in length.

The long growing season and mild temperatures are favorable for diversified agriculture and numerous crops are commercially important. Because of the high ground water level, pumping of irrigation water is economical, and sprinkling of cannery crops and berries is the general practice.

1959 CLIMATOLOGICAL DATA						
<u>Temperatures (in degrees Fahrenheit)</u>					<u>Precipitation</u>	
<u>Month</u>	<u>Averages</u>			<u>Extremes</u>		<u>(in inches)</u>
	<u>Daily</u>	<u>Daily</u>	<u>Monthly</u>	<u>Highest</u>	<u>Lowest</u>	
	<u>Maximum</u>	<u>Minimum</u>				
Jan.	48.8	37.8	43.3	58	19	12.39
Feb.	50.7	34.8	42.8	65	28	5.41
Mar.	55.8	36.7	46.3	65	28	3.61
Apr.	62.8	39.1	51.0	77	30	0.90
May	64.8	42.3	53.6	83	35	2.16
June	72.6	49.6	61.1	88	40	0.80
July	84.7	51.7	68.2	98	43	0.32
Aug.	80.8	50.1	65.5	95	45	0.06
Sept.	70.2	48.3	59.3	88	40	0.88
Oct.	65.0	44.0	54.5	77	28	2.23
Nov.	54.4	34.3	44.4	64	19	1.42
Dec.	47.2	34.5	40.9	60	25	2.76
Year	63.2	41.9	52.6	98	19	32.94
30 year normals	63.3	41.4	52.4			37.51

(based on 1921-1950)

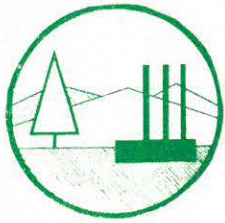
Record highest temperature: 105° in July 1946
Record lowest temperature: -4° in January 1957

Source: U. S. Weather Bureau

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COMMUNITY RESOURCES: ADVANCED EDUCATION AND SPECIAL TRAINING

The Springfield School District provides an excellent Adult Education program. The Vocational Classes include commercial welding, basic electricity, electric motors and controls, electronics, office management, management and record keeping, business accounting, sewing, upholstery, furniture refinishing. The General Studies Classes offer such subjects of special interest as Citizenship (an average of 70 persons are naturalized in the local courts each year), driver training, effective speech, geology, beginning language in German, Spanish and Russian, Algebra I, Slide Rule and Typing. High School completion courses are offered in English, history, mathematics, general science. Over 600 persons enroll for the classes each year.

Lying just across the Willamette River from Springfield (a one-mile strip of unincorporated territory separates the two city limits) is the University of Oregon in Eugene. The variety of educational opportunities is endless and is available for the citizens of Springfield and the surrounding region.

Employed persons will find a series of late afternoon and evening classes offered them which will provide professional advancement and can even lead to a degree if the proper arrangements are made.

The General Extension Division, associated with the University, offers a tremendous variety of study, by which the local citizenry can pursue their interest in academic lore, technical training, professional advancement, or hobbies and avocations.

An average of 1600 seniors and graduate students are awarded baccalaureate, masters and doctors degrees at the University each June. These people are educated in the liberal arts, and trained in professional and technical pursuits. Some of these young graduates will want to remain in the local community.

The University's Graduate School is outstanding and benefits the community in three ways: (1) It provides potential employees for local business and industry; these graduate students will be adequately and competently prepared with advanced training and study in many fields of business, education and science. (2) The graduate school provides a convenient means by which local industry may send its promising employees to school for advanced training, or release them to prepare for additional responsibilities, and in general become more useful and more valuable to the employer. (3) The Graduate School, through many grants, two Research Bureaus, several scientific laboratories, provides the local

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industrialists with new information, new know-how, and the new processes which diligent research is constantly revealing. Many of these departments are prepared to help local industry solve a problem in marketing, packaging, personnel, administration, maximum use of raw materials, and so on. Administrators, executives, industrialists are invited to call on the Deans of the professional schools. They will be welcome.

The University of Oregon maintains a Placement Service, which began as an aid to its graduates, but which has become increasingly valuable to the employer. Personnel managers from all sorts of local and national firms come to this office to interview potential employees in the fields of marketing and sales, accounting and office management, finance, production, science, architecture and general management.

The University of Oregon has a Medical School, Nursing School and a Dentistry School in Portland, 120 miles north of Springfield.

* * * * *

Oregon State College, at Corvallis, 45 miles north of Springfield, is a part of the State System of Higher Education. Here undergraduate and advanced training is given in engineering, agriculture, forestry, pharmacy, and all the branches of the pure sciences. Personnel trained in research are available to industry as employees, or to contract for research to be done in the college laboratories.

The State System of Higher Education also maintains a Vocational School in Klamath Falls, Oregon, 180 miles south of Springfield.

Interested persons may write the Office of the Chancellor, Johnson Hall, University of Oregon, Eugene for copies of the school catalogs and other pertinent information.

* * * * *

Other opportunities for professional training include a vocational school in nearby Eugene where young people and adults are trained in many phases of mechanics, including automotive and aircraft. Highly skilled workers in wood and cabinetry are also trained, as well as a number of tailors, seamstresses, cooks.

There are two competent business colleges in the Eugene-Springfield area, two beauty colleges, a barber college, and similar specialized technical schools.

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THE UNIVERSITY OF OREGON

The University of Oregon provides residents of the Springfield area with rich and unlimited cultural and recreational activities.

A majority of the programs at the University--the lectures, plays, concerts, athletic contests--are open to the public. The University Theater provides a wide variety of drama of excellent quality. 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 Museum of Natural History.

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 of 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 most beautiful 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, has an enrollment of more than 6,200 students on the Eugene campus and 1,200 students in the Medical and Dental schools in Portland.

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SPRINGFIELD SCHOOL DISTRICT NO. 19

Springfield is proud of its modern, scholarly and efficient school system. We employ 318 teachers; 104 of this number have Masters degrees. During the summer, a majority of staff are employed for curricular development and summer school teaching; or pursuing advanced study for subject matter and professional improvement.

The curriculum of the Springfield Schools has a well-deserved reputation for excellence. For example, there are accelerated classes of enriched content in Science, Mathematics, History and English for students whose capabilities are above average and who need the challenge of difficult work. There are many classes in five foreign languages, beginning in the sixth grade. Instruction is given in French, Spanish, Russian, German and Latin.

Remedial assistance is given to children with reading and speech difficulties and emotional problems by the special education staff. Teachers on this staff have often pioneered in new methods for helping children with problems. Many of the District No. 19 staff have received professional recognition and awards from state and national organizations.

Outstanding preparation is given in many areas to prepare future citizens for enjoyment of life, and the earning of a livelihood.

School District No. 19 also serves its patrons with a wide and active adult education program. Local industry has availed itself of this opportunity to help train employees.

The Springfield Public School District serves 26,000 citizens within an area of 187 square miles. The District has 17 modern school buildings--12 elementary, 3 junior high and 2 high schools. The school system is a unified district of the First Class. The enrollment has increased nearly four times over, from 2,000 students in 1945 to 7,000 in 1960. The Senior High Schools are fully accredited with the Northwest Association of Secondary and Higher Schools.

The School District is led by a forward-looking Board of Education and a nationally recognized Superintendent in Mr. Harold Beall. Under his direction, great educational strides have been made to place School District No. 19 in a leadership position throughout Oregon.

The assessed valuation of the school district in 1960 was \$30,746,639.00. The millage rate in 1960 was 53.3 which was one of the lower rates for large school districts in Oregon.

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SOCIAL SERVICES

Hospital

The McKenzie-Willamette Memorial Hospital is a general hospital, non-profit, community owned and operated. The first stage, with 44 beds, was constructed in 1955 at a cost of over a half-million dollars. Nearly all of this sum was raised by voluntary subscription throughout the community.

Since its inception, the hospital has offered the finest possible professional and personal service. It has been fully approved by the Joint Commission of Accreditation, and is a source of great pride to the community. Volunteer associations have continued with fund raising as well as personal services within the hospital; plans are now complete for the addition of a new wing, (increasing capacity to 90 beds).

Within the city of Springfield there are 19 physicians and surgeons, 13 dentists, 4 chiropractors and 2 optometrists.

In nearby Eugene, there are two hospitals, the Sacred Heart, 269 beds, and Eugene Hospital and Clinic, 35 beds. The metropolitan area has about 160 physicians and surgeons, many of whom are famous in their field, and some of whom lead in the innovation of new processes of healing. There are 85 dentists, 7 dental laboratories and 20 optometrists.

Churches

Twenty-nine churches represent that many denominations in Springfield and make their contribution of moral stability, citizen responsibility and spiritual refreshment.

Organizations

All of the major service clubs have local chapters in Springfield; there is a representative selection of fraternal and veterans organizations. The members in these groups are particularly noteworthy for the tremendous amount of community service which they generate.

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COMMUNITY RESOURCES FOR LEISURE TIME

Re-creation of body and spirit takes many shapes in any American community. In Springfield, Oregon the resources are legion, limited only by the imagination of those who live and play in this "other Paradise". We list only a sample here to demonstrate the variety and to suggest the commercial potential for new enterprise.

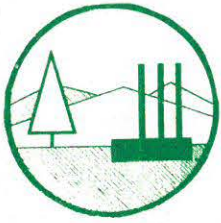
Willamalane Park and Recreation District is a genuine community project, conceived, built and supported by public-spirited citizens of the city and its suburbs who saw the need for open spaces for a rapidly increasing population, and the need for creative, restful or useful opportunities for leisure time. For over ten years, the Willamalane program has been steadily expanding services and physical plant, always guided by outstanding administrators. The district now owns 9 parks, and plans for others as funds permit. Park sites are varied, from 15 acres at riverside to hilltop aeries and in between, a turquoise swimming pool, neighborhood ball parks, picnic groves and tot lots. Attractice feature of many of these are the play sculptures and decorative walks by University of Oregon art students.

The Willamalane program considers the requirements of every age group in the community and tastes both active and contemplative; there are peewee ball teams, teen-age clubs, a golden age association whose varied program is planned and administered by the members themselves. Participation sports include learn-to-swim and life-saving classes and team competitions with other communities; track, coached by University of Oregon star athletes, archery, baseball, softball, hunter safety and marksmanship classes, hiking. There are classes in folk-dancing, in nature study and natural sciences, hobby clubs for rocks and gems, coins, stamps, all of which reach professional stature in the excellence of their collections. The Willamalane District has always been fortunate in the calibre of talented people upon whom it may call for instructors in a multitude of skills, arts and crafts.

The Lane County Park and Recreation Commission takes as its motto "sea-level to ski-level recreation" and to date has provided 112 public parks throughout the county. Scattered along beach and lake, riverside and meadow, forest trail and mountain fastness, these picnic grounds, campsites, boat landings bridle trails, provide facilities for swimming, water skiing, boating, fishing, hiking, riding, camping and skiing. They are scattered through every sort of breath-taking scenery and one family would take two years to see them all if they planned to visit a new one each week-end.

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Across the State of Oregon, often accessible in less than a day's drive, are fabulous places to see. Week-end trips or a week's holiday afford access to mountains and lakes, beaches and cattle country unparalleled in the nation. The names are strange and they conjure visions of breathtaking waterfalls, sweeping mountain ranges, quiet forest glades, rolling wheat fields, unique geological formations, pounding surf: Columbia River, Multnomah Falls, the Cascades, the Wallowas, Steens Mountains, Three Sisters, Diamond Peak, Hart Mountain, Century Drive, Crater Lake, Mount Hood, Cape Sebastian, Cape Perpetua, Heceta Head, Bridge of the Gods.

There are 20 winter sports centers for skiing and other outdoor recreation scattered throughout the state, thus bringing winter recreation within a short distance of every city.

The Springfield Public Library was built and dedicated by the city in 1958 and is now designed for expansion to meet future needs. The library now has 15,000 volumes, with a total capacity of 50,000 volumes. Accommodations now include a children's library, an adult reading room, a public reading lounge; in addition, there are a number of permanent exhibits, and space for traveling exhibits of fine arts.

In neighboring Eugene, library services include a new city library of 55,000 volumes and the vast University of Oregon library which serves research and scholarship.

The Legitimate Theatre in the Springfield-Eugene metropolitan area offers broad scope both to play-goer and to actor. In Springfield, the little Theatre group is called the Willamalane Players. In Eugene, there are the Very Little Theatre and the University Theatre. High schools in both cities produce quality performances. Indeed, productions on all the local stages reach a high degree of excellence.

The Civic Music Association, a national organization brings top-flight concert, dance, and drama to the metropolitan area during the winter season.

Music is geared to a wide variety of tastes. The Cascade Chorus and the Eugene Gleemen are internationally recognized men's singing organizations. There is also a highly skillful Junior Symphony Orchestra, a Women's Glee Club, Scandinavian Singers, to mention a few. Recitals and concerts are given throughout the year by the public schools and by professional musicians associated with the University.

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There are five Golf Courses in the metropolitan area, two public: Oakway and Hidden Valley, and three private: Eugene Country Club, Laurelwood and Springfield Country Club. The latter, newly-built, lies in the green and picturesque Mohawk Valley north of the city.

Other Entertainment includes a modern eight lane bowling alley, a skating rink, one traditional movie theatre which seats 600, and two drive-in theatres with a combined capacity of 900 cars.

Gardening is a favorite pursuit in the Willamette Valley and the mild climate permits successful and spectacular gardens. There are blossoms of some sort in every season and it is a rare winter when there are no roses blooming at Christmas. Gardening is practiced avidly by any resident who has even a pocket-size plot of earth.

The Creative Arts receive attention through various associations devoted to the study and practice of oil painting, water colors, sculpture, weaving and metal working. Professional instructors work with these groups and exhibitions and sales are held regularly.

Museums and galleries in the area include the famous Murray Warner Museum of Art and the Museum of Natural Science at the University of Oregon, the 12th Street Gallery in Eugene and the Pioneer Museum at the County Fair Grounds, to mention only a few.

Hunting and Fishing are widely popular in season and fish and game remain in good supply, thanks to the conservation policies of the State and Federal government and of private timber operators.



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FINANCE

Bank Deposits, Loans and Discounts

<u>Lane County</u>		<u>Springfield</u>	
	<u>Deposits</u>	<u>Loans and Discounts</u>	<u>Loans and Discounts</u>
		<u>Deposits</u>	
1955	\$120,558,414	\$46,486,824	\$12,374,894
1956	113,718,375	49,163,994	12,715,754
1957	110,572,774	43,633,570	14,402,035
1958	123,267,010	50,772,168	15,425,404
1959	134,503,920	67,479,842	15,895,736

Source: Annual reports of State Superintendents of Banks

Banks in Springfield: Springfield Branch, United States National Bank of Portland - Springfield Branch, The First National Bank of Oregon

Financial institutions in nearby Eugene are:

Citizens Bank
Equitable Savings and Loan Association
First National Bank of Oregon
Foster & Marshall Stock and Bond Brokers
Pacific First Federal Savings and Loan
United States National Bank of Portland
Walston & Company, Inc., Stock and Bond Brokers

Springfield Postal Receipts

1955	\$138,770
1956	145,993
1957	144,949
1958	167,998
1959	191,053

Source: Postmaster, Springfield

Lane County Motor Vehicle Registrations

	<u>Passenger Vehicles</u>	<u>Buses</u>	<u>Trucks</u>	<u>Trailers</u>	<u>Motor-cycles</u>	<u>Total</u>
1958	66,408	130	6,015	3,040	560	76,153
1959	70,289	120	6,160	3,303	645	80,517

Source: Oregon State Department of Motor Vehicles



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Retail Trade, 1958

<u>Kind of business</u>	<u>Springfield</u>		<u>Lane County</u>	
	<u>Number of establishments</u>	<u>Sales (\$1,000)</u>	<u>Number of establishments</u>	<u>Sales (\$1,000)</u>
Lumber, building materials, hardware etc.	6	1,107	82	11,058
General merchandise	5	1,338	52	19,363
Food stores	31	7,453	264	44,057
Automotive dealers	16	1,432	117	36,100
Gas service stations	22	1,495	210	15,539
Apparel, accessory stores	9	493	64	6,851
Furniture, home furnishings, equipment stores	11	726	78	9,769
Eating, drinking places	35	1,032	240	10,576
Drug stores	6	838	42	6,132
Other retail stores	24	withheld	207	18,140
Nonstore retailers	12	"	70	1,406
Totals	177	17,736	1,426	178,991

Source: U. S. Bureau of the Census, 1958 Census of Business

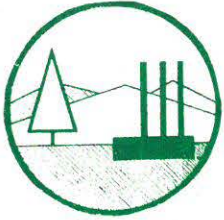
Net Effective Buying Income

<u>Springfield</u>	<u>Total</u>	<u>Per Capita</u>	<u>Per Household</u>
1957	\$ 20,333,000	\$ 1,540	\$ 5,214
1958	21,962,000	1,569	5,357
<u>Lane County</u>			
1957	262,899,000	1,632	5,196
1958	253,915,000	1,693	5,391

Source: Sales Management

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	<u>Wholesale Trade</u>			
	<u>Springfield</u>		<u>Lane County</u>	
	<u>Number of establishments</u>	<u>Sales (\$1,000)</u>	<u>Number of establishments</u>	<u>Sales (\$1,000)</u>
Total, 1954	7	withheld	210	164,824
Merchant wholesalers only, 1954	6	"	161	132,521
Total, 1958	10	"	258	203,254
Merchant wholesalers only, 1958	8	2,032	187	141,263

Source: U. S. Bureau of the Census, 1958 Census of Business

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LOCATION

Springfield is part of a Standard Metropolitan Market Area, centrally located in Lane County, Oregon. It lies at the southern end of the Willamette Valley, near the confluence of the McKenzie and Willamette Rivers, 456 feet above sea level.

Springfield shares the metropolitan complex with Eugene, second largest city in Oregon. Sweeping between the two cities is the new Pacific Freeway (formerly U. S. Highway 99), the principal north-south highway artery from Canada to Mexico. The Pacific Freeway is part of the Federal interstate highway building program and is now being revamped into a four-lane freeway throughout its entire length. The Pacific Freeway provides direct access to all principal markets on the West Coast of the United States.

The McKenzie River Highway, U. S. 126, originates in Springfield and runs east through the beautiful McKenzie River country, over the Cascade Mountains to Redmond and Prineville, Oregon, where it connects with transcontinental U. S. Highway 26. State Highway 58 originates 6 miles south of Springfield at Goshen and affords a direct route over the Willamette Pass through the magnificent Southern Oregon Cascades to U. S. Highway 97 and southern points.

The McKenzie-Clear Lake route, newly completed, affords all-weather passage to eastern Oregon.

Two scenic roads over the Coast Range are available now from Springfield to Florence on the Oregon Coast, about 80 miles distant. One is State Highway 36, which originates 16 miles north of Springfield at a point on U. S. Highway 99. Route F, still partially under construction, is the newer, shorter route, about 64 miles distant, to the Pacific Ocean; it is an extension of West 11th Street in Eugene and tunnels through the Coast Range at one point to avoid high and dangerous curves.

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AGRICULTURE FACTS FOR THE SPRINGFIELD AREA AND THE EASTERN PART OF LANE COUNTY

Agriculture in this area is highly diversified because of different soil types, topography, climate, seasons, market outlets, and irrigation. Farm lands are located in the river bottoms, main valley and hill areas. With most of the 38 inches of annual rainfall in the winter season, irrigation is needed for pastures, truck crops and small fruits. The diversity of agricultures gives summer employment to the youth in the harvesting of berries, fruits, beans and nuts. The area has a potential to increase production in dairy, poultry, horticulture crops and farm forestry products. State and local cooperative marketing facilities are available in the county for horticulture crops, dairy, poultry products. With the increased population and production potential, other marketing facilities could be expanded. This area is within 110 miles of Portland, Oregon where a good livestock market exists.

LANE COUNTY ESTIMATED GROSS FARM INCOME 1959

Field crops	\$2,373,534	Misc. animal products	\$100,000
Hay and Silage	2,025,000	Filberts and Walnuts	1,258,850
Poultry	2,336,666	Tree fruits and small fruits	1,185,460
All sheep and wool	882,566	Truck crops	2,665,000
Sevine	100,670	Ornamental plants	1,157,800
Cattle	799,845	Farm timber products	1,443,000
Dairy Products	3,175,000		
		Total	\$19,503,380

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TIMBER, A NATURAL RESOURCE

Forests are the hub of Lane County's natural resources. Through their coverage of seven-eighths of the county's surface, managed forests can continue to grow succeeding crops of timber, can assure a stable water supply for man's use and for wildlife habitats, and will remain an integral part of the scenic beauty of the area.

Lane county's total land area is 2,958,270 acres. Eighty-seven per cent of this, or 2,575,700 acres, is forest land, 302,000 acres is devoted to agriculture (farm cropland, grass, or unimproved pasture), and the remaining 80,570 acres includes town and industrial sites, tidelands, high mountain barrens, and unmeandered water (reservoirs formed by dams). See Chart 1.

Ninety-four per cent of the forest area of the county is classed as commercial forest land. This means Lane County has 2,420,000 acres available for, and physically capable of, growing merchantable trees. A 1956 inventory shows 1,720,000 acres of sawtimber stands (trees 11 inches diameter breast height, and larger), in ninety-five per cent of which there has been no cutting. Four-fifths of the sawtimber is classed as large (21 inches d.b.h. and larger), and half of this is in old-growth stands more than 180 years old. See Chart 2.

Forests in Lane county are predominantly Douglas fir, which makes up four-fifths of the volume of all species. Private owners hold 37 per cent of the commercial forest land, and the Federal government holds nearly all the rest, including 77.4 per cent of the sawtimber volume. See Chart 3.

Source: Forest Resources and Forest Industries of Lane County, Oregon, U. S. Forest Service, 1957.

Log Production in Lane County and Oregon (in millions of board feet)

<u>Lane County</u>			<u>Oregon</u>			
U. S. Forest			U. S. Forest			
Year	Service Ownership	Other Ownership	Total	Service Ownership	Other Ownership	Total
1953	343.5	971.2	1,314.7	1,518.4	7,068.8	8,587.2
1954	390.0	866.7	1,257.6	1,720.4	7,140.3	8,860.7
1955	415.4	805.2	1,220.6	1,768.5	7,951.4	9,719.9
1956	405.6	701.8	1,107.4	1,867.6	7,468.2	9,335.8
1957	372.9	596.8	969.7	1,658.2	5,927.8	7,586.0
1958	482.8	624.6	1,107.4	2,144.4	5,565.0	7,709.4

Source: State Board of Forestry

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INDUSTRIAL CENTER OF THE WILLAMETTE VALLEY Chart 1.

LAND USE

COMMUNITY FACT SHEET

Table 1

LAND USE IN LANE COUNTY - 1956

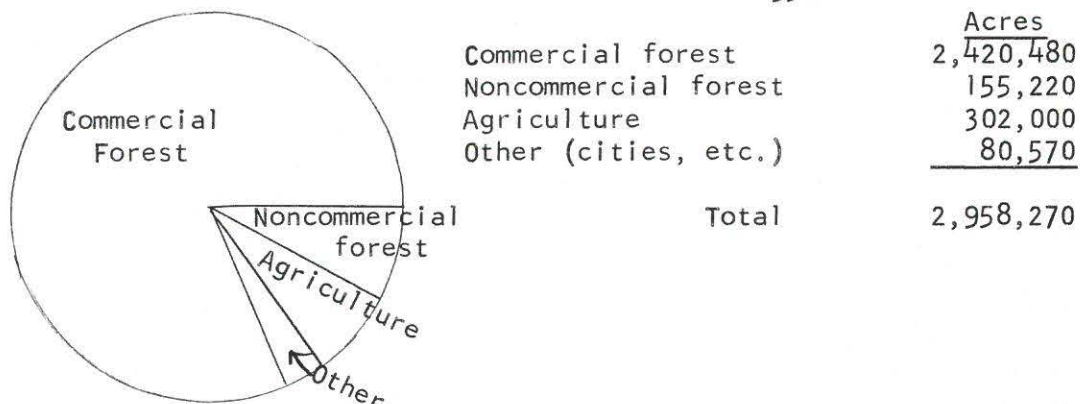


Table 2

AREA OF COMMERCIAL FOREST LAND BY STAND-SIZE CLASS, 1956

Class	Acres
Sawtimber	1,720,260
Poletimber	257,130
Seedlings and saplings	372,830
Nonstocked	70,260
Total	2,420,480

Chart 2.
STAND-SIZE CLASSES

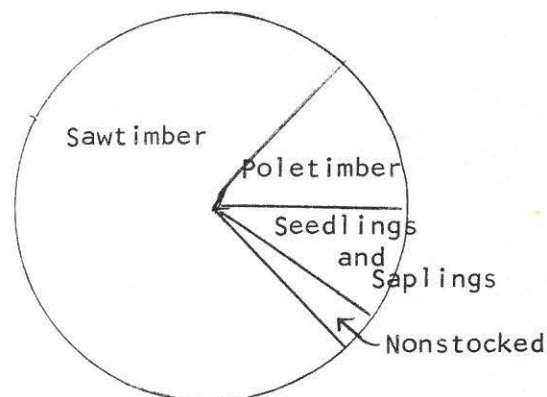


Chart 3.
COMMERCIAL FOREST
LAND OWNERSHIP

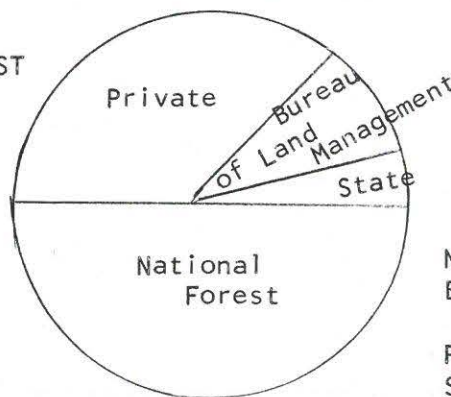


Table 3

AREA OF COMMERCIAL FOREST LAND BY OWNERSHIP CLASS 1956

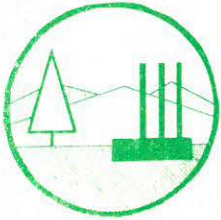
Class	Acres
National Forest	1,208,570
Bureau of Land Management	284,920
Private	902,910
State	24,080

Total 2,420,480

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THE INDUSTRIAL POTENTIAL: NEW HORIZONS

The possibilities for industry in Oregon in general, and the Springfield-Eugene Metropolitan Area in particular, are extensive. How extensive is becoming abundantly clear as unlimited resources are unveiled by chemistry and electronics. Industries that require skilled scientists will find an advantage in being near the University of Oregon and its research laboratories.

Research scientists have just opened the doors to a rich harvest from the chemicals stored in Oregon's trees. The timber industry sees the day approaching when all that was formerly discarded, bark, limbs, knots, pitch pockets, will be converted to useful products.

"Silvichemicals," the field of discovering and producing chemicals from wood, has already contributed to asphalt emulsions, briquets, ceramics, cleaning compounds, gypsum board, softboard, insecticides, linoleum paste, road binders, concrete admixtures, oil-well drilling compounds, paint, paint solvents and strippers, agricultural chemicals, synthetic fibers, rubber, camphor, wetting agents, resins, solvents, plasticizers, quercetin (derived from Douglas fir bark) which protects rubber, plastics, vegetable and animal oils, and keeps feeds from spoiling and deteriorating, and arabogalactan, a sugar from larch, useful in pills, ink and glue.

Research groups working towards new developments in the field of silvichemicals include the laboratories of the individual industries such as Crown Zellerbach, George-Pacific, Weyerhaeuser, and Evans Products; the laboratories of the Western Pine Association, the industry-supported Oregon Forest Research Center, and the college research centers.

Electronics will be Oregon's fastest growing industry over the decade, 1960-70, to become the third largest manufacturing industry. This is the prediction of the Electronic Data Processing Center in Portland which makes electronic data computing services available to business and industrial firms who do not care to make the large capital investment required. The Center serves, for example, a nation-wide trailer rental system, a plywood mill's maximum profits simulation, and even a service station.

Demonstrating the advantages of the research in progress at Oregon's institutions of higher learning are two electronic manufacturers with a combined employment of 8,000. Tektronix, Inc.,

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near Portland, manufactures cathode ray oscilloscopes and other electronic instruments. Field Emission Corporation at McMinnville produces high speed X-ray and cathode ray tubes. Both industries developed from ideas of men trained in Oregon, one at Reed College, the other at Linfield Research Institute.

Fast growth is predicted for the frozen food industry in Oregon, and other sorts of food preservation. Orchard fruits, berries, vegetables, poultry grow easily and abundantly in the Willamette Valley. Warehouses adapted to rapid freezing are already here.

Already nationally famous are the Eugene Fruit Growers, whose processed fruits and vegetables are shipped east by daily carload lots. Chet's Fine Foods has grown from a local distributor of tamales to a famous frozen food industry.

For example, a freezing plant in Ontario, east of the Cascades, supplies more than a quarter of the nation's market for frozen potato products; 200,000,000 pounds of the vegetable are converted into table-ready foods yearly.

A further possibility lying within the agricultural products of the Willamette Valley is that of brewing. Hops are grown in the Valley and in the Columbia Basin, there is an abundance of pure water, and Hannchen's Barley, the most desirable brewing grain, is widely grown.

Offering possibilities to the modern businessman is Oregon's increasing attraction as a comfortable spot for retirement. The special needs for people in this age group is a potential source of income that can become as lucrative as has that of supplying infants and children (a look at our population tables will show that we have this market, too!).

A source of income as yet untapped is the luxury resort field. Here, where the climate is comfortable, the scenery spectacular, and recreation unlimited, is a crying need for comfortable and attractive accommodations for sleeping, dining, dancing, relaxing. Generous economic returns await the hotel man who builds in the Cascades or on the Oregon beach a luxury resort in the manner of Banff, Sun Valley, Greenbriar or the Riviera.

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Supplying all the variety of equipment used for recreation in Oregon is a fast growing, unlimited field.

The use of natural fibres in the manufacture of clothing will always capture the quality market when properly promoted. In proof of this, we point to three internationally famous Oregon garment firms: Jantzen, White Stag and Pendleton.

Wool is widely produced in Oregon. Shipments of silk from Japan, even cotton from India is economically possible.

Flax grows readily in Oregon and great progress has been made in the manufacture of wrinkle-free linen, a kind of material much in demand for the casual, comfortable clothing Oregonians like to wear.

Speaking of Japan is a reminder that trade with the Orient and all of the Eastern Hemisphere is bound to increase as these underdeveloped countries make steady strides upward in their demand for better standards of living and a greater economic return.

Still undeveloped, but awaiting the drive of an enterprising industrialist, is the port of Florence, both as a port of call for ocean going vessels, and as a center for recreation.

The nursery growers which specialize in seedlings for reforestation of cutover land, burned areas, and other idle lands would be a welcome addition for this area. According to those who specialize in studies of the forest economy, the rate of reforestation is still far too slow. There are varied reasons for this: one is lack of interest or a sense of responsibility for the future, another is lack of information and therefore the necessary stimulation to act, a third is insufficient supply of seedlings and young trees.

Under this same general category comes the business of tree farming. This, of course, is a very long-range investment of 75 to 100 years, and of major interest only to corporations which have a vested interest in continuity of income. Some public-spirited citizens will be interested in tree farming as a conservation measure, or as an investment for their heirs, or as a source of interest or hobby outside of their regular occupation.

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WATER RESOURCES

The resource most vital to economic development, forest growth, conservation, recreation, and human welfare is water. In Lane County, home of the City of Springfield, there is an abundance. Furthermore, a wise state government has established laws to protect and conserve the water supply for the benefit of this and many generations to come. Central authority for all water studies and long-range plans is the State Water Resources Board, with headquarters at the state capitol in Salem.

Controls include the prohibition of stream pollution, the registration of wells, the protection of water rights, preservation of the water shed through judicious cutting of timber, the impounding of flood waters with a series of dams. On the other hand, it has never been necessary to ration water, nor to put limitations on its use for watering lawns or washing cars.

Precipitation is plentiful over most of the county. On the coast, it averages from 60 to 120 inches annually, with run-off chiefly through the Willamette River system. In the Cascade Slopes, precipitation ranges from 40 to 120 inches, mostly as snow. It is this reservoir of moisture which melts slowly as late as mid-July that accounts for a plentiful supply of water for irrigation, power and human consumption.

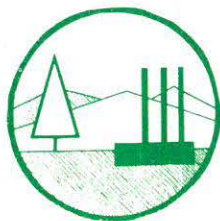
It is this abundant supply of water that determines the limits for urban, industrial and agricultural development. Lane County has a number of streams, part of the headwaters of the Willamette River System, that contribute to the economic development of the county. Flow in these streams fluctuates widely, of course, since precipitation is mostly during the winter months. Conservation of these flood waters is provided by five federally constructed dams; two more are under construction, and others will be added as funds are allocated. The maximum and minimum flow in the Willamette River and its principal tributaries are shown in the following tabulation:

<u>Stream</u>	<u>Maximum flow</u>	<u>Minimum flow</u>
	(Cubic feet per second)	
Middle fork Willamette - at Jasper	122,000	610
Willamette River - at Harrisburg	210,000	1,990
Coast Fork Willamette - at Saginaw	32,900	7
McKenzie River - near Springfield	43,500	535

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The extent to which water is available for future development depends not only upon total stream flow but also upon existing demands made on the supply. Relative water usage is indicated in a study by the State Water Resources Board of legal water rights held by individuals, industries and governmental units. On principal streams, present water rights for consumptive water use--which largely removes water from future available use--amounts to 2,047 cubic feet per second. Most of this is obligated for irrigation projects, both planned and existing, with industrial and municipal requirements next in volume. Non-consumptive usage of water, which largely returns the water to stream flow, amounts to 2,924 cubic feet per second. Present water rights are as follows:

<u>Consumptive water</u> (Cu. ft. per second)		<u>Nonconsumptive water</u> (Cu. ft. per second)	
Irrigation	1,646	Power	2,602
Industrial	207	Fish	149
Municipal	168	Recreation	1
Domestic	25	Ponds	153
Livestock	1	Mining	19
Total	2,047	Total	2,924

Water supply, except for pulp mills, is not a critical factor in determining plant location for forest industries. Water requirements for sawmills, plywood and veneer plants, and most composition board plants are nominal and usually do not limit plant location or expansion.

The location or expansion of pulp plants is largely dependent upon an adequate supply of water. Large quantities of pure, fresh water are required to wash the pulp clean of chemicals, and an adequate volume of water in rivers throughout the year is necessary to provide a means of disposing of mill effluent. It is not believed that the State Sanitary Authority would allow a conventional sulphate pulp mill to discharge untreated effluent into any of the streams above the confluence of the McKenzie with the Willamette River. With regard only to water supply, this would limit pulp mill location in the Willamette Valley to a location north of Eugene and Springfield proper.

Source: Forest Resources and Forest Industries of Lane County,
U. S. Department of Agriculture, 1957

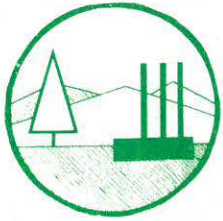
City Water Supply

Water for domestic consumption within the City of Springfield is owned and operated by the Pacific Power and Light Company. The closed system is supplied from eight wells. Reservoir capacity is 1,600,000 gallons, with pressure maintained at 60 pounds. For fire and emergency, pressure can be raised to 105 pounds.

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POWER

Electric power is abundant and cheap in Oregon. In the Springfield area, the municipally owned Springfield Utility Board and the investor-owned Pacific Power and Light Company provide residential, commercial and industrial electric service at rates among the lowest in the nation.

Both utilities are interconnected with the high-voltage lines of the Bonneville Power Administration which link Springfield with the hydro-electric power resources of the federal Columbia River system.

Residential electric service is provided at just over a penny per kilowatt-hour -- much less than half the national average. As a result of the low electric rate, heating of homes and business establishments with electricity is growing rapidly in popularity. The cost compares favorably with other fuels, and the convenience of operation and cleanliness of electric heat are added advantages.

The commercial lighting and power rate is favorable to industry and designed to give maximum service at the most economical cost possible. Rate schedules include an optional lumber and woodworking mill rate, an optional large general power rate and other features to meet special industrial power needs. Copies of rate schedules may be obtained from either the Springfield Utility Board or the Pacific Power & Light Company.

One source of power in the area is the Willamette Valley Project which includes 11 multi-purpose dams and reservoirs being constructed by the Corps of Engineers, U. S. Army. Five dams -- Fern Ridge, Cottage Grove, Dorena, Dexter and Lookout Point -- have been completed. Cougar and Hills Creek dams are under construction, and the other four projects are authorized and awaiting appropriation of funds. In addition to flood control, these dams provide power, irrigation, recreation and wildlife habitats.

Petroleum, in such forms as fuel, diesel and stove oils, and bulk gasoline, are available from local distributors in any quantity.

Wood and sawdust for domestic and industrial uses are available from Springfield supplies. The use of sawdust and other industrial wastes from the timber products is a growing industry which has not yet reached maximum use of these raw materials, available in quantity.

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NATURAL GAS

Natural gas is supplied by Northwest Natural Gas Company and is available in quantities estimated at more than 80,000 therms a day, or 8 million cubic feet daily -- sufficient in any one day to heat about 80 homes for an entire year.

A \$10,500,000 pipeline runs nearly the full length of the Willamette Valley to bring natural gas to the Springfield area and nearby communities. This 120-mile conduit taps the regional overland pipeline at its nearest point, a few miles north of Camas, Washington.

El Paso Natural Gas Company, of El Paso, Texas, one of the nation's two largest gas transmission firms, owns the regional line, and built the lateral line to Springfield-Eugene. El Paso sells gas to Northwest Natural Gas Company at several points on this valley line, including its southern terminus about three miles northwest of the city limits.

More than \$300,000 are being expended by N.N.G. to expand its system in and around Springfield. Extensive new mains are being built to serve industries, commercial firms, and residential areas. The utility has given assurance it will continue expansion as added customer growth is achieved.

Springfield and nearby territory have been placed on new rate schedules which are identical to those of Portland, the core of the N.N.G. system and a city that is adjacent to the regional pipeline. Copies of any of these rate schedules may be obtained through the Chamber of Commerce or Northwest Natural Gas Company. A quantity of natural gas is being made available to industry here on an interruptible basis and at extremely low rates. In residential categories, rates particularly favor space heating.

The local gas system has distributed propane-air since 1949. It was acquired by Northwest Natural Gas Company in May, 1958, and the company has worked continuously since with El Paso to develop service for the entire Willamette Valley.

Most of the natural gas coming to this area is from the Peace River country of British Columbia and Alberta, where continuing discoveries assure supplies for many decades. The Northwest has an unusual advantage in that a second supply of gas is always available, whenever needed, from United States fields in northern New Mexico and Wyoming.

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HOUSING

An attractive home is a matter of pride in Springfield, and most people own their own homes and expend much effort in maintaining comfort and appearance.

Springfield and its environs have a variety of modern homes for sale in every price range, with maximum FHA financing available. There are now eleven subdivisions rapidly building new houses in and around Springfield; all are controlled by codes.

Some rentals are available. Rents begin at \$65.00 per month for two-bedroom houses, \$85.00 for three-bedroom houses. There are also apartments for rent at varying prices.

Springfield is one of the few cities in Oregon that maintains and enforces a uniform Housing Code as well as the other codes. This has been in effect two years and is doing much to ensure a adequate, healthy housing situation.

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BUILDING ACTIVITY

Urban Renewal

Springfield has become known as a leader in small community redevelopment. A 150 acre urban renewal project now underway will provide 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.

Building Permits

<u>Year</u>	<u>Total Value</u>
1950	\$2,947,472
1951	1,489,183
1952	1,936,684
1953	2,400,167
1954	2,291,962
1955	1,922,335
1956	1,331,535
1957	1,494,166
1958	1,210,285
1959	1,495,197

Source: Information collected each month by Bureau of Business Research, University of Oregon



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POPULATION

The 1960 Census has proved what everyone already knew: Springfield, Oregon is part of a metropolitan region. Population of Springfield, Eugene and the urbanizing environs is more than 100,000 persons. The trading area is conservatively estimated to contain 130,000 people. The Springfield-Eugene complex draws shoppers and clients of various kinds from the whole of Lane County, plus nearby communities in neighboring counties. There are seven other incorporated towns in Lane County, all having smooth, swift highways leading to the central metropolitan area.

Industrial market boundaries for the Springfield-Eugene Metropolitan Area are Lane County and the neighboring counties of Benton, Linn, Douglas, Coos, Deschutes and Klamath (see map).

In terms of industrial buying power, the area ranks 74th in the nation's 100 top industrial markets. Value added by manufacturing has increased 6.9 per cent since 1954.

Source: Dun's Review

Preliminary census figures give Springfield a population of 19,373. This is an increase of 79 per cent over the 1950 population of 10,807. The City of Springfield now ranks sixth in population among the 200 plus cities of Oregon; in 1950 it stood in tenth place.

Lane County, in which Springfield is centrally located, has enjoyed the next largest increase of population of any of the 36 counties in Oregon. In the past decade, a growth of 28 per cent has added 34,966 persons, bringing the 1960 county population to 160,742 persons.

Population density in the county is approximately 35 people per square mile, with the populace about evenly divided between those living in the incorporated areas and those in unincorporated areas. The following table demonstrates the growth of population in our city and state over a period of 80 years. We invite you to come help us grow!

Date	Springfield	Lane County	Oregon
1880	160	9,411	174,768
1890	371	15,198	317,704
1900	353	19,604	413,536
1910	1,838	33,783	672,765
1920	1,855	36,166	783,389
1930	2,364	54,493	953,786
1940	3,805	69,096	1,089,684
1950	10,807	125,776	1,521,341
1960*	19,373	160,742	1,756,366

*Preliminary figures as of May 27 and June 8, 1960.

All data by U. S. Bureau of the Census.

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TRANSPORTATION

Transportation facilities for the area are adequate to meet the demand for service, and are constantly expanding their services as the need requires. The rapid growth of population in the Springfield-Eugene Metropolitan Area increases its value as a distribution point for wholesalers and manufacturers.

1. Air Service

Mahlon Sweet Airport is 15 miles northwest of Springfield, just off U. S. Highway 99. Air service out of this terminal is provided by United Air Lines and West Coast Airlines; there are 7 flights north and 7 south in summer, 6 flights north and 6 south in winter. Connections with the transcontinental and transoceanic flights are made at San Francisco (3 air hours distant), and Portland (less than 1 hour away).

Construction of improvements costing \$85,135.80 is now underway. A multi-million dollar improvement program will continue for several years.

McKenzie Flying Service, privately owned and operated by H. M. and Margaret Ruberg, lies 1 1/2 miles ENE of Springfield city center. There is one paved runway 2000 feet long, in East-West direction. Transportation to downtown is provided by a courtesy car. Field lights are available on call, gasoline is 80-91 octane, communication UNICON 1228. There are complete aircraft and engine repair facilities at the field. Flight instruction is given, charter and ambulance service can be provided upon request. There is a direct phone at the field for weather and CAA communications, in addition to a cafe and an aircraft dealer. Mailing address for McKenzie Flying Service is 1300 N. 28th Street.

Air cargo service is available out of Portland, 120 miles north of Springfield via the Pacific Freeway. The flying Tiger Line uses 300 mph Lockheed Super H Constellations and flies from Portland to San Francisco to New York without transshipping the Portland cargo. In 1961 the Constellations will be replaced with Canadair turb-prop aircraft. These planes, capable of hauling 75,000 pounds of freight, are designed for 400 mph, with a non-stop range of 3,000 miles.

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2. Railway

Springfield is directly served by the Southern Pacific Railroad which provides transcontinental passenger and freight services. There are two passenger trains south and two north daily. The run to the San Francisco Bay Area, for example, is about 12 hours. Accommodations are comfortable and pleasant; the Shasta Daylight is particularly famous, for its route lies through some of the most breath-taking scenery in America.

Fifty-five to sixty freight trains come into or leave the Eugene terminal each day. About three-fourths of these pass through Springfield; the remainder are routed to southern and coastal Oregon on the Coos Bay or the Siskiyou branches.

Fast through freight trains are operated daily between Eugene Yard and Los Angeles, California and between Eugene and Ogden, Utah for direct connection to all the eastern United States. Trailer-on-flatcar (piggyback) service is provided at Springfield to and from major California centers with regular fast schedules available daily.

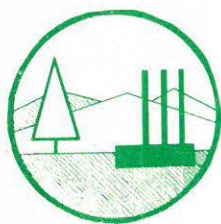
The time to Portland is three and a half hours, the distance 121 miles. There freight is shifted to outgoing vessels or to points east or north, or is terminated for consumption in the Portland area.

The time to San Francisco is about 28 hours, the distance 649 miles. There, again, freight will be transferred or will be unloaded in the Bay area for manufacture or sale.

An indication of the volume of outbound freight from the area is given by the following figures on car loadings from the Eugene office of the Southern Pacific:

1958, total.....	111,688
1959, total.....	124,688
January 1960.....	10,177
February 1960.....	9,743
March 1960.....	11,200

Of additional interest to industrialists and retailers is the recent million dollar expansion in the Southern Pacific Freight Yards in the Springfield-Eugene Metropolitan Area. All heavy repair shops have been transferred to this area, with an initial building investment of nearly \$500,000, and an



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2. Railway (continued)

additional 100 permanent employees. This area is to be the major center for all SP operations in Oregon, with an ultimate eight million dollar expansion.

Also available to Springfield shippers is the Oregon Electric Line which runs north to Portland once a day from Eugene. In the event of an emergency, shipments can be hauled by truck to the Oregon Electric terminal, 4 miles distant.

3. Motor Freight

The metropolitan area is served by eleven major trucking firms which provide rapid freight service to points throughout the United States. Shipments to Portland arrive in less than one-half day, to Seattle in less than one day. Shipments to San Francisco leave this area in the evening, are at the destination by morning. The run to Chicago requires approximately 4 1/2 days.

The major trucking concerns include:

Consolidated Freightways
Everts' Commercial Transport
Green Transfer & Storage
Leavitt's Freight Service
McCracken Bros. Motor Freight
Oregon-Nevada, California Fast
Freight, Inc.

Pacific Intermountain Express
Pacific Motor Trucking Co.
Pierce Freight Lines, Inc.
Southern California Freight
Lines
Williams Transfer Co. (local
agent for Mayflower Transit
Company)

In addition, some three dozen locally owned and operated trucking and hauling firms, specialize in particular kinds of freight and heavy hauling.

4. Motor Bus Service

The metropolitan area of Springfield-Eugene is served by Pacific Greyhound Lines, which schedules 21 trips north daily, and 21 trips south daily. This includes local commuters' stops and express trips to Portland, Seattle, San Francisco and Los Angeles. Pacific Trailways offers similar service and Continental Trailways goes directly east to all major cities and way points.

The Emerald Transit Company, locally owned and operated, provides transportation within the city and from Springfield to Eugene.

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5. Waterways

Portland, 120 miles north of Springfield, is a port of call for all the great steamship lines of the world. Port facilities are excellent. In 1959, a total of 8,644,241 commodity tons went through the port.

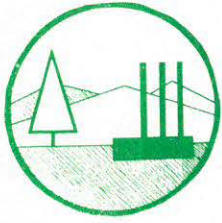
A new service is offered by Alaska Northern Express which schedules a direct trip from Portland to Anchorage once each month. The number of trips will increase when cargo prospects increase for this new state.

A potential for the development of the relatively cheap transportation costs of shipment by water await an enterprising industrialist at Florence, approximately 80 miles west of Springfield via a modern highway. Some facilities are already available for coastwise shipping of lumber by barge.

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GOVERNMENT: TAXATION

The state of Oregon has a personal income tax and a corporation excise tax as the primary sources for the support of state government. There is no sales tax. Local government units derive their funds primarily from the property tax and from state funds. Oregon has a healthy fiscal picture; it is not "in the red" and is not likely to be because the state government does not practice deficit spending.

Studies from the Office of the State Tax Commission in Salem rank Oregon ninth among the 11 western states in terms of personal income taken for state and local tax purposes; only New Mexico and Nevada are lower. Oregon's tax picture is greatly improved since 1957 and now makes inaccurate and out-of-date the 1957 report of the Bureau of the Census which had Oregon high on the list. The Bureau report is no longer true because personal income rates in Oregon are lower today than in fiscal 1957, and the rates for other state taxes have had only minor changes. On the other hand, many states are raising taxes with a variety of new levies.

The per capita expenditure for all public services of the state, including local schools, ranks ninth among the eleven western states. The average per person cost of public service in Oregon is \$271.69; only Idaho and Utah are less. Nonetheless, the quality of public service in Oregon is high; and Oregon's literacy rate is one of the highest in the nation.

The graduated personal income tax in Oregon ranges from 3 per cent to 9.5 per cent. A \$600 exemption is allowed for a single person, \$1200 for a married couple, and \$600 for a single dependent. There is provision for full withholding.

SINGLE RETURN

<u>Net income</u>	<u>Rate (in per cent)</u>
1st \$ 500	3
2nd 500	4
next 500	5
next 500	6
\$2000- 4000	7
\$4000- 8000	9
over \$8000	9.5

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There is a provision for "loss carry-forward"; this enables a taxpayer to recover an operating loss sustained in a particular year by offsetting that loss against earnings of subsequent years, limited to five. The "accelerated depreciation" provision leads to the recovery of original cost through annual charges which parallel the economic loss value of production assets - large in the year of acquisition and then diminishing annually over the productive life of the asset.

The corporation excise tax is based on net income derived from Oregon operations. The tax rate on banks is 9 per cent, on certain utilities, 7 per cent, and on other corporations in general, 6 per cent. Oregon companies engaged in manufacturing or fabricating can take up to 2 per cent as a tax offset for local personal property taxes paid on raw materials, goods in process and finished goods; this means an effective rate of 4 per cent for such corporations.

Local property tax levies represent 5.0 per cent of personal income in the most recent figures. (This tax reached its peak in 1933, when it was 11.5 per cent, and its lowest level in 1943, when it was 2 per cent of personal income.) Of the eleven western states, Oregon ranks eighth in the percentage which property taxes bear to total state and local tax collection. Only Nevada, New Mexico and Washington depend less on the property tax.

Assessments in Lane County are determined by applying a uniform ratio to the true cash value of all classes of property. (There is, however, no direct levy on such property as bonds or securities.) The ratio used may vary somewhat from year to year according to the results of the annual ratio study made by the state tax commission and the assessor. In 1959, the ratio was 25 per cent, but in 1960 it was 22 1/2 per cent. Personal property, which is chiefly business inventory, is assessed at the same percentage of true cash value as real property.

In 1959, Springfield's assessed valuation was \$12,684,891 and Lane County's was \$185,161,080.

A typical Springfield home owner's property tax bill in 1959, based on property valued at \$10,000 by the appraiser, and thereby assessed at \$2,500, would have been \$240. The following table shows the millage, the tax in dollars and the percentage distribution of the tax.

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Taxation (continued)

	<u>Millage</u>	<u>Amount of Tax</u>	<u>Per cent of total tax bill</u>
City of Springfield	28.8	\$ 72.00	30.0
Lane County	7.8	19.50	8.1
Park district	6.1	15.25	6.4
School district #19	<u>53.3</u>	<u>133.25</u>	<u>55.5</u>
Totals	96.0	\$240.00	100.00

Industrialists in Springfield incline to the view that the local tax picture is a favorable factor for industry. Their comments vary:

"Local taxes, county-city-state, are favorable"; "Property and income taxation is fair"; "a good tax climate"; "fair tax situation"; "favorable tax structure". A few voiced dissatisfaction with the personal property, or inventory, tax. Tax specialists and political leaders in the state agree that this tax has inequities and is difficult to administer; there is indication that this tax may soon be eliminated by the Legislature.

Springfield does not levy a business and occupation fee or tax upon its industries, with the exception of the gas and electric utilities.

The Workmens' Compensation Law applies to all persons engaged as employees in any of the hazardous occupations specified in the statutes. Rates depend upon type of occupation; benefits include permanent and temporary, partial and total disability, and widow's benefits.

Payment of unemployment insurance taxes is mandatory for all employers of one or more persons; agriculture and some other areas are exempt. The rate of the tax upon the employer is determined upon the basis of two primary factors: "fund reserve ratio" and "employer's reserve ratio"; this rate can range from 1.2 per cent to 2.7 per cent of the first \$3600 (or \$3800) of each employee's salary. Depending upon an employee's earnings, benefits range from \$15 to \$40 per week and payments are made from 12 to 26 weeks.

The major taxes levied by Oregon and its political subdivisions are treated in detail in a handbook which may be obtained upon request from the Oregon Department of Planning and Development, 1400 S. W. Fifth Avenue, Portland, Oregon.

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LABOR FORCE

Industrial firms locating in Springfield will find an adequate supply of manpower. This does not imply that the area is burdened with unemployment, but it does mean that increasing mechanization on farm, forest and factory releases a certain amount of skilled labor which would be attracted to a new industry. Each year's high school graduating class provides a certain number of potential workers whose future plans do not include college and many of whom will wish to continue living in their home town or in Lane County.

There is the additional factor, noted by local industrialists, that skilled workers are readily attracted to the Springfield area if regular employment is available through expanding industry, because Springfield is a good community in which to live and educate a family.

The table below provides an estimate of available manpower in the community:

	<u>Springfield</u>		<u>Lane County</u>	
	<u>1950</u>	<u>1960*</u>	<u>1950</u>	<u>1960*</u>
Population 14 years of age and older	7,728	13,852	91,949	117,502
Total labor force	4,290	7,691	48,252	61,725

Source of 1950 data: U. S. Bureau of the Census

*Estimated on the basis of percentages computed from 1950 U. S. Census data.

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CURRENT WAGE SCALES*

MALE WORKERS

Carpenters (Journeyman).....	\$ 3.46	per hour
Electricians (Journeyman Wireman).....	3.85	" "
Plumbers (Journeyman).....	3.79	" "
Truckers (Heavy Construction).....	3.35	" "
(Pick Up and Delivery).....	3.25	" "
Common Labor (Plywood Mills).....	2.10	" "
(Lumber Mills).....	2.16	" "
Skilled Labor (Plywood Mills).....	3.50	" "
(Lumber Mills).....	3.50	" "
Painters (Journeyman).....	3.40	" "
Machinists.....	3.10	" "
Cannery Workers.....	1.60 to 3.20	" "

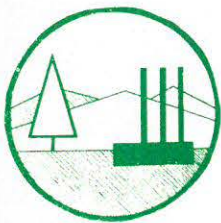
FEMALE WORKERS

Bookkeepers.....	\$80.50	per week
Stenographers.....	72.50	" "
General Office Clerk.....	72.50	" "
Clerks (Dept. Store & Retail - non-union) \$175-\$200.00	"	mo.
(Dept. Store & Retail - Union).....\$190-\$275.00	"	"
(Food Stores).....\$320-\$500.00	"	"
Dye and Press.....	1.85	per hour
Laundry.....	1.20	" "
Waitress.....	1.05	" "
Cannery.....	1.60 to 3.29	" "

*Note: All figures are approximations and subject to periodic change. All wage classifications are basic; no fringe benefits have been included. Source: Central Labor Council

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Covered Employment in Lane County, 1958

<u>Occupation</u>	<u>Units</u>	<u>Average annual Employment</u>
Agriculture, forestry, fishing	16	125
Mining	24	153
Contract construction	276	2,119
Manufacturing	464	14,070
Food	37	1,312
Lumber	347	11,542*
Other	<u>80</u>	<u>1,217</u>
Transportation, communications, utilities	92	1,442
Wholesale and retail trade	856	6,918
Finance, insurance, real estate	69	681
Services	458	2,637
Government	<u>20</u>	<u>2,438</u>
County totals	2,275	30,583

*This is 16.8 per cent of state employment total in lumber and 37.7 per cent of total employment for the county.

Source: Oregon State Department of Employment

The State Department of Employment, Salem, Oregon, reports the following figures as averages for covered employment in Lane County for the fourth quarter of 1959:

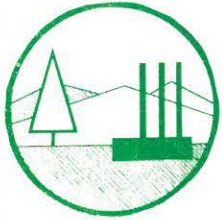
Employment, 34,904, an increase of 9.9 per cent over the same quarter in 1958.

Payroll, \$41,422,305, an increase of 15.3 per cent over the same quarter in 1958.

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GOVERNMENT: CITY PLANNING

Under authority of state legislation which permits the establishment of planning commissions and defines their responsibility and function, the Springfield Planning Commission holds hearings on all questions of zoning, and develops the plans for all community improvement programs, including regulation of sub-dividing.

The Springfield community has natural boundaries formed by the Pacific Freeway and two rivers. Within this 12 square mile area, there is expected an eventual population of 60 to 70 thousand people. The size of the city and the adequacy of public services are dependent upon the efficiency of current planning. Sound growth in a rapidly developing urban area requires a balanced use of land for residential, commercial, industrial and public purposes.

The City of Springfield and Lane County have the basic responsibility for the development of land use planning, subdivision regulations and zoning ordinances.

Enforcement of planning in Springfield is the responsibility of the Department of Engineering and Building, which performs a dual function. The department designs and develops specifications and plans for the construction of streets, sewers and other public facilities. It also enforces the local standards for the construction, use and occupancy of buildings within the city.

In performing the first function, the Engineering Department is guided by the general plan requirements recommended by the Planning Commission and adopted by the City Council, by the requirements of the capital improvements program and by the petitions for improvements received from property owners.

To perform the second function, the building staff uses a code of enforcement duties as they are outlined in a series of ordinances and codes. These regulations were adopted by the City Council to guide growth of the city and to protect the health, welfare and safety of the people in the community:

Uniform Building Code	Plumbing Code
Uniform Housing Code	Fire Prevention Code
National Electrical Code	Sanitation Code
National Safety Code	Comprehensive Zoning Ordinance

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Long-range plans for improvements include a joint school-park plan which will give 12-month use of these publicly-owned facilities; off-street parking and street lighting program to aid in commercial development; a 150 acre Urban Renewal project in progress; a cross-town arterial street program; major improvements in storm and sanitary sewer facilities.

Aiding the city government is the Central Lane County Planning Commission which services all the major taxing bodies within the metropolitan area; these are the cities of Springfield, Eugene and Junction City, Lane County, the school districts of Springfield and Eugene, the Eugene Water and Electric Board, and the Willamalane Park District, of which the City of Springfield is a part. This central planning agency develops special studies relating to land use, population growth, traffic circulation and public facilities. Through this central office, it is possible to coordinate all planning activities of the area. This cooperative venture among separate government units is somewhat unique and is inspiring similar efforts in other communities throughout the nation.



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GOVERNMENT: CITY

1. Administration

The City of Springfield has a modern and progressive government, operating since 1946 under the Council-Manager plan. Springfield employs a professionally trained manager to administer the policies set by the city council. Council members are elected from the city at large on a non-partisan ballot and serve without pay.

Springfield's youthful mayor is a dedicated public servant, well-educated, highly intelligent and a vigorous leader in matters of community improvement and welfare. In 1956, he was returned to office virtually by popular acclaim (actually, a write-in campaign begun only a few days before the election, with three candidates already in the field).

The city government has been active and progressive in its pursuit of an ambitious capital improvement program for the betterment of the community and wisely uses the efforts of citizen committees to this end. Recent improvements include a \$1,354,000 Federal Urban Renewal program, a \$150,000 city library, an adopted tax base of \$330,000, a \$75,000 city maintenance shops building, and the participation in a \$100,000 area soil drainage improvement project.

The city has completed an extensive public works program since 1950, averaging in cost about \$200,000 annually. The effect has been to keep Springfield in step with modern city standards necessary when thousands of people live closely together. Following is a brief analysis of this program:

<u>Project</u>	<u>Prior to 1950</u>	<u>Added since 1950</u>
Street Paving	5 miles	23 miles
Sidewalks	18 miles	5 miles
Storm Sewers	None	15 miles
Sanitary Sewers	30 miles	4 miles

2. Police Department

Springfield is protected 24 hours a day by a modern police department which employs 27 professional people; there are a Chief of Police, one Captain, two detectives, four sergeants, two matrons and seventeen patrolmen.

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The police department owns six motor units and up-to-date three-way radio equipment. Policy of the Springfield police is to stress prevention of crime and accident, and service to the public, such as home vacation checks, hub cap marking and bicycle safety checks.

Parking meters are maintained in the business districts, not as a revenue measure, but to insure rapid turnover of space for errands.

In-service training is a regular part of the department's program to insure steady improvement of service.

3. Fire Department

Springfield's fire department is rated one of the finest in the state. The central fire station is in the City Hall. A second station is located at 50th Street and McKenzie Highway. There are six full-time professional employees, and a volunteer membership of fifty. Regular periods of drill and training are required.

The department owns twelve modern pieces of equipment:

One	1,000 GPM engine (pumper)	One	Pickup truck
Two	750 GPM engine	One	Station wagon
Three	500 GPM engines	One	Light plant truck
One	500 GPM 1,000 gal. tanker	One	600 GPM engine
One	$\frac{1}{2}$ Ton panel for salvage and rescue		

All apparatus is equipped with two-way radio, with a base station in the department office. A coded fire horn and coded steam siren call off-shift and volunteer firemen to major alarms.

Springfield has a class five rating for fire insurance. A mutual help agreement is maintained between Eugene and Springfield and some other nearby communities. City Hall address is North A at 4th Street.

4. Sanitation

The city is served by a \$375,000 sewage disposal plant which was put into operation in 1954. The city has in current use 36 miles of sanitary sewers, 17 miles of storm sewers. Plans for new construction call for improvements to the sewage disposal plant and the beginning of a sewer system project which will cost an estimated 1.5 million.

5. Annexation

Annexation added about 6,000 people and 5.5 square miles.

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COMMUNICATION

1. Radio

Springfield's own station, KEED, Independent, 1050 KC, 1000 watts, daytime news and music, was established in 1954. Owned and operated by KEED, Inc., Glen M. Stadler, President and General Manager, KEED supports community projects with a variety of public service programs. Mailing address: Post Office Box 696, Springfield, Oregon.

KORE, Mutual Don Lee, 1450 KC, 250 watts, was established in 1927. Locally owned and operated by the Lane Broadcasting Co., Lee Bishop, President. Springfield studios are located at 5th and Main in the Gerlach Building.

There are four Eugene stations also heard in the Springfield area: KERG, affiliated with CBS, KASH, affiliated with ABC, and KUGN, affiliated with NBC. The latter reaches a wide listening area, north to Portland, west to the coast, and south to Medford.

One commercial FM station, KFMY, serves the area. Both the university and the public schools operate FM stations.

2. Television

Springfield is served principally by KVAL-TV Channel 13 (NBC), operating hours, 9 a.m. to midnight. Locally owned and operated by Eugene Television Incorporated, S. W. McCready, General Manager. Mailing address, Post Office Box, 548, Eugene, Oregon.

A new local station begins operation in the fall of 1960 on Channel 9, owned and operated by Liberty Television, Inc., Donald A. McDonald, President.

Springfield enjoys the services of a locally owned television cable company, Cableview, Inc., which makes possible reception of broadcasts from three Portland television stations, KOIN-TV Channel 6 (CBS), KGW-TV Channel 8 (ABC), KPTV Channel 12 (NBC), and KOAC-TV Channel 7 in Corvallis, the station owned and operated by the State System of Higher Education.



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3. Newspapers

The Springfield News is published twice a week, on Mondays and Thursdays; news coverage policy is to give a complete picture of the local community. Circulation is 5900. Publishers are Harrison P. Hornish, John N. Nelson and Frank Wiggins. Mailing address, Post Office Box 668, Springfield, Oregon. This publication has been proclaimed by many to be one of the best twice-weekly newspapers in the west.

The Eugene Register-Guard is a daily newspaper which serves the Eugene-Springfield area; the paper is locally owned and has a circulation of over 40,000. It has steady patronage reaching to Reedsport, Winchester Bay, Waldport, Newport and Toledo on the coast; north to Albany, Brownsville and Sweet Home; and south to Grants Pass, Medford, Sutherlin, Oakland and Ashland.

Two Portland newspapers, The Oregonian and the Oregon Journal are received daily in the area; some local news coverage is furnished by these two metropolitan dailies. The local newstands, of course, also carry newspapers from large cities all over the country.

4. Telephone and Telegraph

Pacific Telephone-Northwest provides telephone service for the metropolitan region of Springfield and Eugene; as of May 1, 1960 there were 47,898 telephone connections on the Eugene-Springfield exchange. Approximately 10,000 of these customers have the Riverside prefix, which is for Springfield and its immediate vicinity. All telephones are dial phones; preparations are going forward for direct dial connection for long distance calls.

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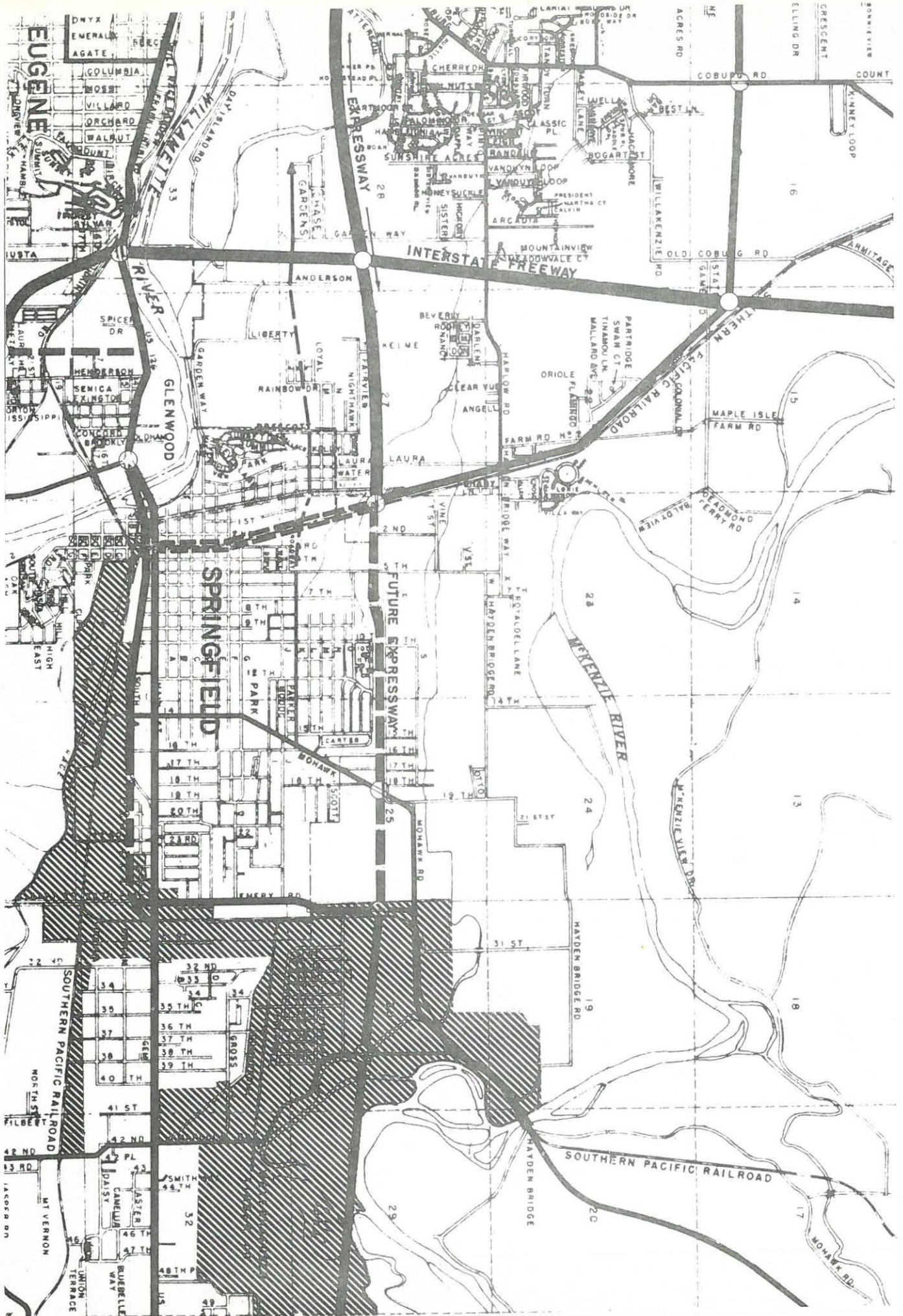
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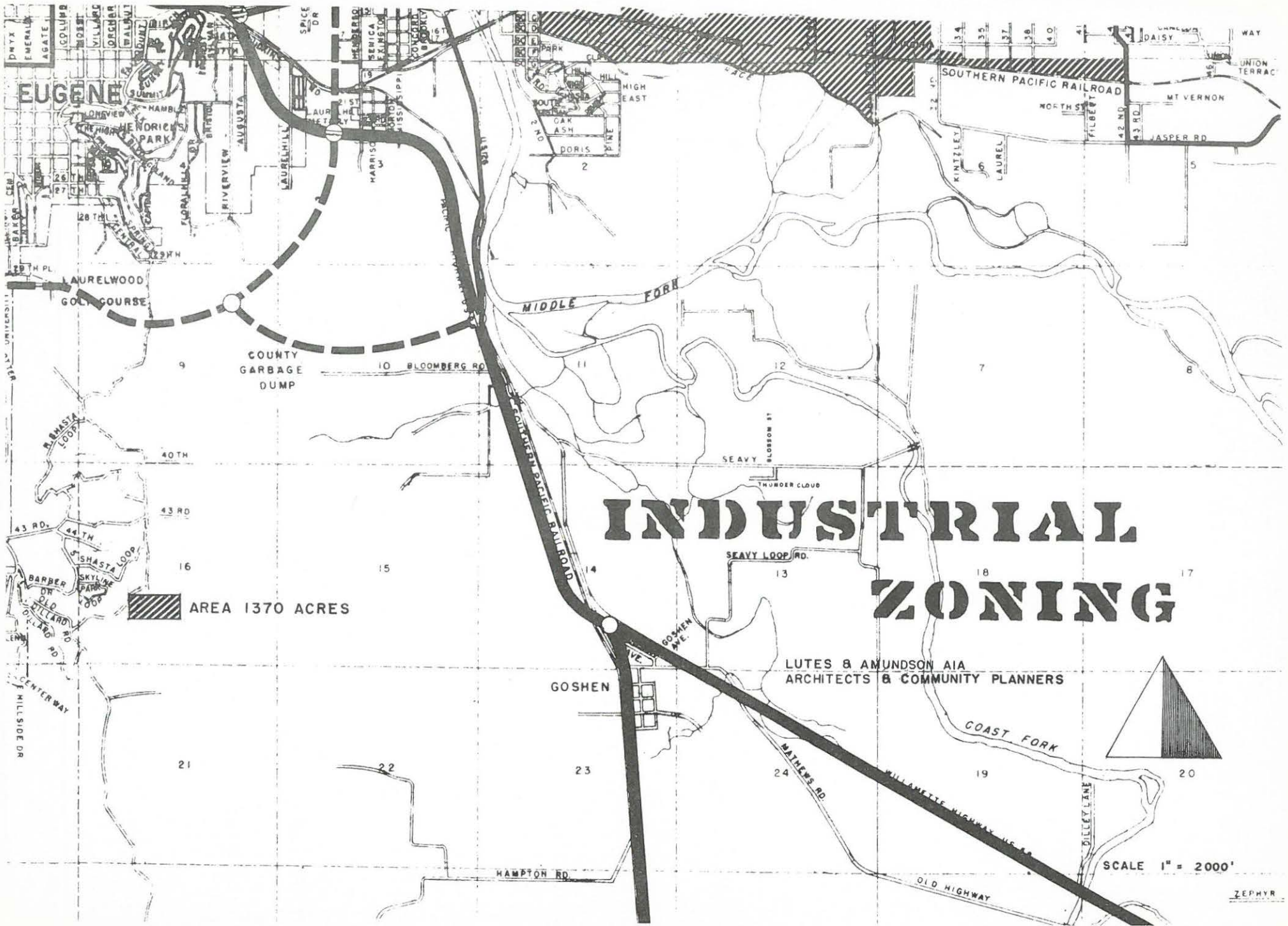
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MILEAGE CHART

(Shortest Driving Distances From Springfield To)

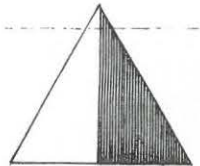
Albany	49	Pendleton	326
Ashland	179	Portland	118
Astoria	196	Port Orford	175
Baker	341	Prineville	129
Bandon	148	Redmond	110
Beaverton	116	Reedsport	86
Bend (McKenzie Highway)	113	Roseburg	68
Bend (Santiam Highway)	146	St. Helens	147
Bend (Willamette Highway)	148	Salem	72
Burns	244	Seaside	175
Coos Bay	113	Silverton	86
Coquille	130	Sweet Home	51
Corvallis	44	Taft	123
Crater Lake	138	The Dalles	201
Dallas	74	Tillamook	134
Depoe Bay	113	Toledo	94
Diamond Lake	127	Umatilla	301
Florence	77	Vale	358
Forest Grove	116	Waldport	111
Gold Beach	203	Woodburn	89
Government Camp	163	Yachats	103
Grants Pass	136		
Gresham	129		
Hillsboro	121	Springfield to	
Hoodoo Ski Bowl	104	State Line	Via Route Miles
Hood River	180		
Klamath Falls	170	Washington	US 99 125
LaGrande	381	California	US 99 196
Lakeside	98	California	US 199 178
Lakeview	259	Idaho	US 30 375
Lebanon	52	California	US 97 187
McMinnville	90	Washington	US 97 234
Medford	167		
Milton-Freewater	359		
Milwaukie	113		
Myrtle Point	128		
Newberg	101		
Newport	101	Source:	State Highway Department
North Bend	110		Salem, Oregon
Ontario	374		July 1960
Oregon City	109		
Oregon Caves	186		
Oswego	114		
Otis	112		





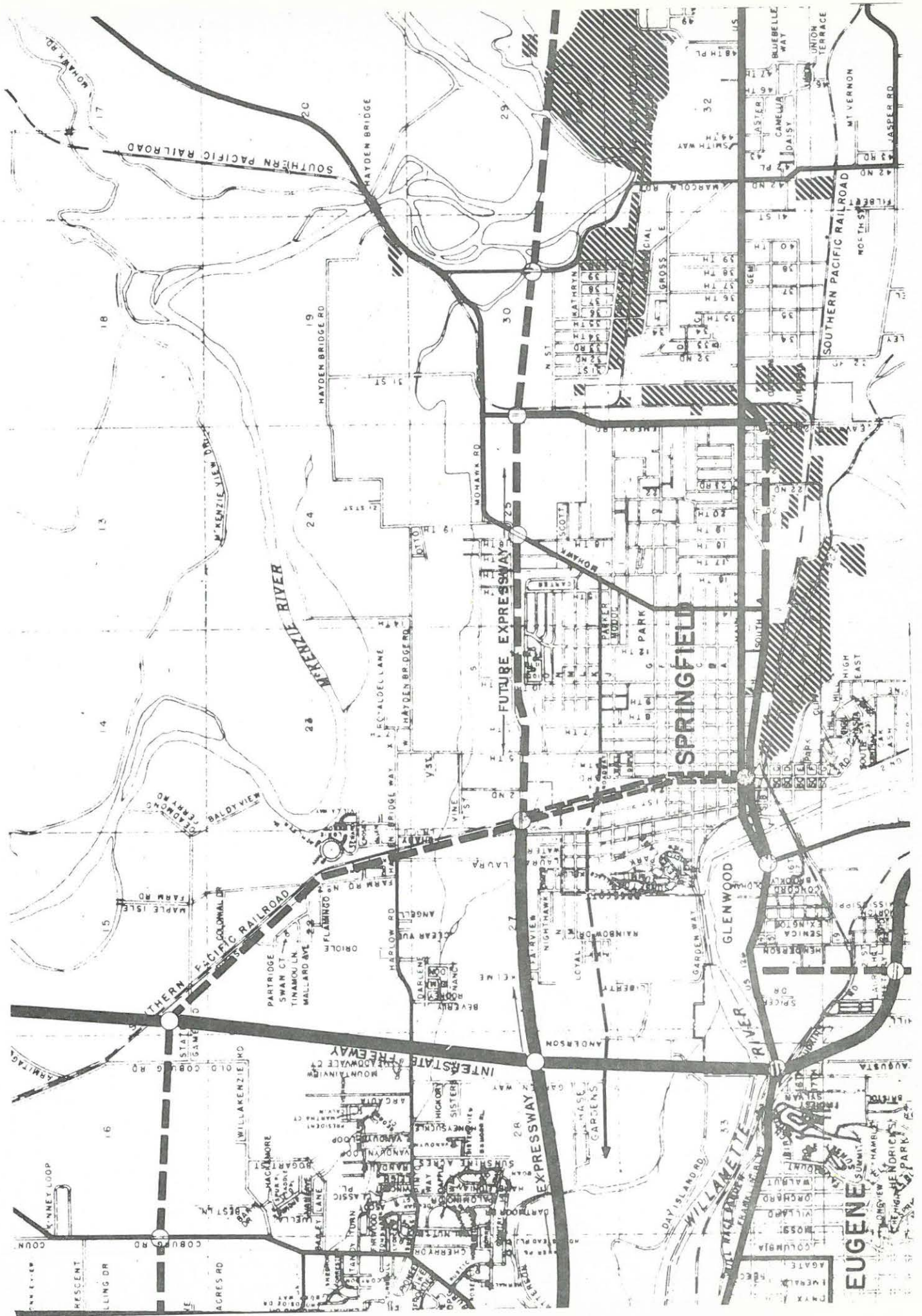
INDUSTRIAL ZONING

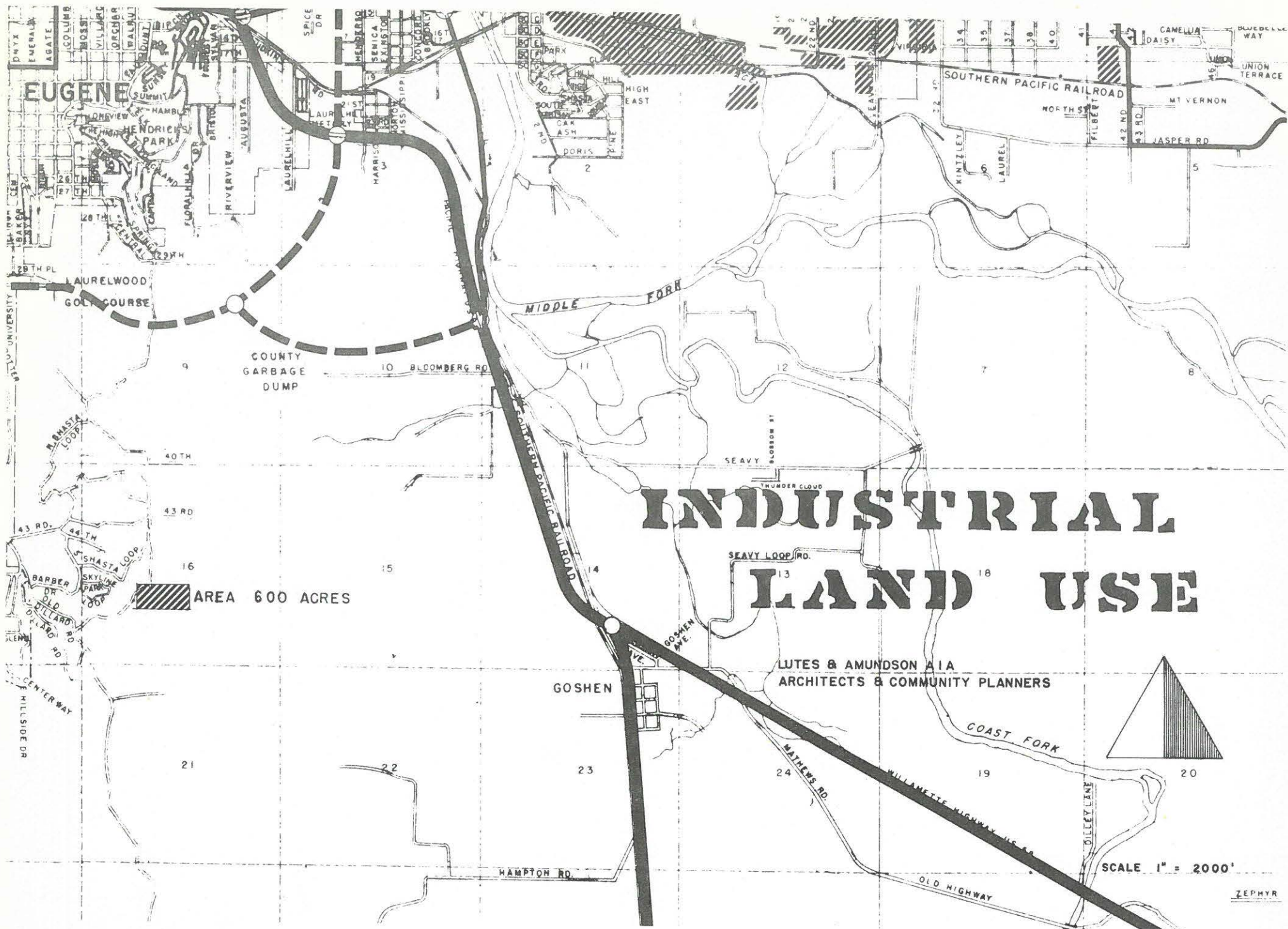
LUTES & AMUNDSON AIA
ARCHITECTS & COMMUNITY PLANNERS



SCALE 1" = 2000'

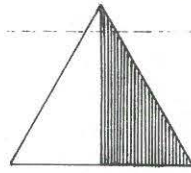
ZEPHYR





INDUSTRIAL LAND USE

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SCALE 1" = 2000'

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