

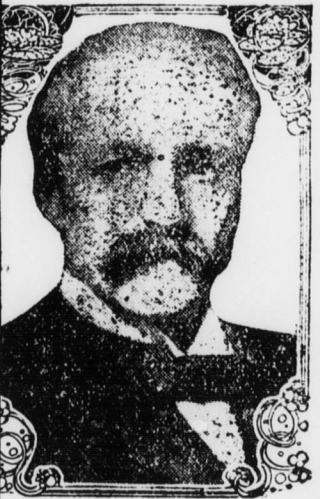
CHECK YOUR BABY HO! FOR KNOXVILLE

There Is Something New For Big National Conservation Exposition

CHILD WELFARE EXHIBIT SOUTH'S GLORY ON DISPLAY

Miss Julia C. Lathrop, One of Country's Most Noted Women, at Head of This Department for Knoxville Show—Every Mother Will Be Interested in Exhibits.

"Check your baby, ma'am?" This is going to be one of the queries that will be heard frequently during the progress of the big National Conservation Exposition in Knoxville. The exposition will throw open its gates on September 1 and will continue until November 1. The "Baby Checking Department" will be only one of the many novel exhibits that the progressive men and women in charge of the Child Welfare exhibit will arrange for the exposition. The question asked above and answered affirmatively does not mean that every baby will be checked, tagged and then placed in an oblong compartment like a case. Rather, it will mean that by will be taken in charge by competent nurses and well cared for. There is going to be a "babies' room" in the Child Welfare Building, the National Conservation Exposition, a room, well lighted, airy, screened and daintily furnished. There will be plenty of room for the children to romp and play; there will also be cozy rooms, where the little ones can nap when their eyes become heavy or their little legs tired. Experience has shown that many mothers, rather than miss the show, will leave their babies at home. It is the National Conservation Exposition will be must bring the little ones. The management of the exposition welcomes the children. It wants every child to see the wonders on display. But at the same time the women in charge of the Child Welfare Department realize how necessary it is to have a place where mother can leave the children. So the "Baby



GIFFORD PINCHOT, conservationist and head of National Advisory Board of National Conservation Exposition.

"Baby Checking Department." It will be a place where mother can leave the children and rest assured of the fact that they will be having the best kind of care, and that they will be looked after every minute of the day.

Baby Health Contest.

It is also proposed that in the Child Welfare Building there shall be a "Baby Health Contest." The one object of this contest will be to set up a standard of health for the babies. The absurd features—too often cruel—many baby shows will be done away with by this feature. The Babies' Club of Knoxville has agreed to cooperate in the "Baby Health Contest." Here is the way in which it will be carried on: First, there will be a standard score card. Then the physical development of the child is compared with the score card, and a certificate or medal is given in accordance with the facts. There is no competition between babies, but only the effort to reach a standard. But the very purpose of the Child Welfare Department of the exposition would not be served unless there were something further, here will be advice to mothers offered by competent men and women, and the child will be benefited and so the parents.

These are only two of the many features that will form a part of the exhibits in the Child Welfare Building at the exposition. Miss Julia C. Lathrop, chief of the Children's Bureau of the United States Department of Labor and one of the most noted women in the country, is in full charge of the plans and preparations that are being made for these exhibits. Miss Lathrop has for many years associated with Miss Jane Addams in the splendid work that is being done by the Hull House settlement in Chicago.

TO INTEREST CHILDREN.

The one aim and object of the managers of the National Conservation Exposition in Knoxville in arranging for Child Welfare Exhibit is to teach valuable lessons to the parents of children and to the children themselves.

National Conservation Exposition To Be Big Event of the Year

Exposition Will Be One of the "Different" Kind and Will Be Greater in All Ways Than Anything Ever Seen in This Section of United States Before.

The National Conservation Exposition that will be held in the picturesque city of Knoxville from September 1 to November 1, of the present year, will be the one big event of the year in the South.

No meeting, no gathering, no conference, no exhibition of any kind will overshadow in importance the National Conservation Exposition. It will be national in scope, national in character.

The National Conservation Exposition has been planned along broad lines and is designed to teach the great lesson of the necessity of conserving the resources that nature has so bountifully bestowed on the country. More especially will the necessity of conserving the immense resources of the South be brought out and emphasized at the Exposition.

Following are a few facts that give some idea of the magnitude and the aims of the National Conservation Exposition:

The exposition plant represents an outlay of over \$2,000,000.

The site of the exposition is in the most beautiful park in the South—a park that nestles in the foothills of the great Smoky mountains, picturesque, rolling, green, highly improved.

Eleven Big Buildings.

The exposition grounds embrace with lakes and drives over one hundred acres.

Never was a site for an exposition with more natural advantages chosen, never one better adapted to exposition purposes.

Eleven large exposition buildings, modern, stately, snowy white, as well as a number of smaller buildings, will house this exposition.

Railroads realize the importance of the exposition and are co-operating in every way in the enterprise.

National leaders of conservation with Gifford Pinchot as chairman are directing the exposition.

Sixteen Southern states have formed boards for exposition work and these boards are actively engaged in the collection of comprehensive exhibits and in arranging state days for the exposition.

South a Treasure House.

The National Conservation Exposition at Knoxville during September and October will be "different." The displays in various lines will be the largest, the most diversified, the most interesting ever seen in any exposition in the South; they will compare favorably with any exposition ever held in the United States and they will all teach graphically, eloquently and pointedly the lesson of conservation, admittedly one of the greatest questions before the American people to-day.

And about all the South—the great South, the South that is a treasure house of the nation, the South busy with the hum and the whirl of countless manufacturing industries—will be on display in Knoxville during the exposition. The South with its tremendous resources and great industrial progress will be strikingly typified.

There will be much for every citizen of the country to see in Knoxville during the exposition months, there will be much for every one to learn.

EXPOSITION TO BE READY.

National Conservation Show To Make New Record in This Respect.

The hundreds of thousands of visitors from all parts of the country, and particularly from the Southern States, to the National Conservation Exposition can be assured of one fact even at this early date: That no matter how early they make their visit to the exposition after the gates are formally thrown open they will see the displays complete.

Work is so far advanced now that everything will be ready on the opening day and the complete line of exhibits in all of the many big, white buildings, and in all of the various departments of these buildings, will likewise be ready.

Too many times in the history of expositions in other parts of the country it has happened that the first weeks saw only a portion of the exposition complete. This will not be the case at Knoxville.

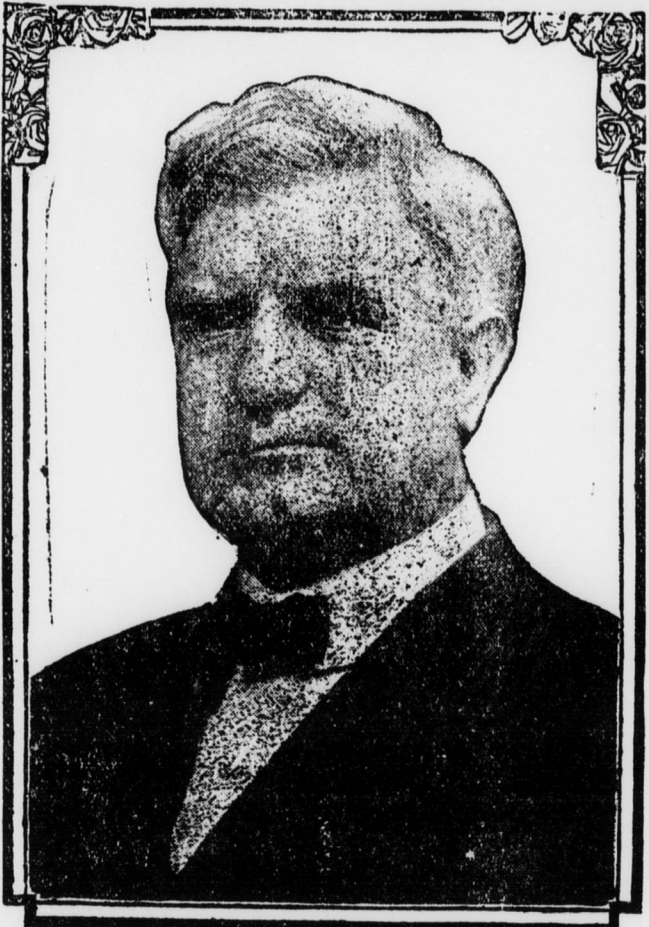
LOW RATES FOR EXPOSITION.

Railroads Have Made Concessions For Big Knoxville Show.

Exceptionally low rates—the lowest ever made for an exposition in the South—have been made by the railroads for the National Conservation Exposition in Knoxville, Tenn., during the months of September and October.

These reduced rates are in force from start to finish of the exposition and will afford thousands of persons living within a radius of 300 miles opportunity to make the trip to Knoxville at comparatively little cost.

PRESIDENT OF NATIONAL CONSERVATION EXPOSITION



T. A. Wright, attorney and business man of Knoxville, who is one of the men directing affairs of South's great show.

Exposition Planned for Whole People and for Posterity

The country is facing grave problems, the solution of which must come from a clear understanding of conditions, and immediate action. The work of man in dealing with the forests and soils, which were given for use, and not for abuse, may aptly be compared to the work of smaller forms of life, such as the boll-weevil and army worm. The great creator probably views it in this light. Devastation is apparent on every hand, in denuded hills and galled and gullied fields.

For this reason and for many others the National Conservation exposition to be held at Knoxville

next fall will mark a most important step in the world's work. The exposition is of nation-wide importance, and timely. It will not be a celebration, like other large expositions. It looks forward—pointing the way to better conditions. It is in line with the advanced thought of the day. It will stand second to no enterprise of recent years as an agency for the promotion of the general welfare. The great plans and purposes of this exposition are being carried out for the benefit of the whole people and of posterity.—From statement made by W. M. Goodman, Director General of Exposition.

WILL EXPLOIT SOUTH

National Conservation Exposition at Knoxville to Feature Mines and Minerals.

Gov. James B. McCreary, of Kentucky, has read so much about the National Conservation Exposition that is to be held in Knoxville, Tenn., during the months of September and October, had become so much impressed with the magnitude of the exposition and its importance to the South as a whole that he recently called Dr. J. B. Hoising, State Geologist, before him.

"Dr. Hoising," the governor said in effect, "this exposition at Knoxville is going to be a big thing, a much bigger exposition for the South in every way than most people imagine. I am anxious that you go down to Knoxville, look over the ground, see what is being done, and arrange for a state exhibit of Kentucky minerals at the exposition. Kentucky can not afford to be unrepresented, I believe."

Dr. Hoising came to Knoxville, marveled at the work being done and at the work already accomplished. He went back to Frankfort and made his report to Gov. McCreary.

Kentucky will have its exhibit at Knoxville.

The incident thus related is only one of a number of similar character that have occurred recently. Many who could not see things aright before, have become convinced that the National Conservation Exposition is to be in reality a national exposition, nation-wide in scope, nation-wide in character.

The United States government, through its different departments and bureaus, is taking a deep interest in the success of the big undertaking, and in no department probably more than in the Department of Mines and Minerals.

In the first place the managers of the Exposition have taken into consideration that the mineral resources of the Great New South are many and varied, that for richness of deposits there are none just like them anywhere in the country, and they have taken into consideration the fact that there is much development work still to be done among these mineral deposits. So a magnificent new building, white as snow, as are all of the other buildings of the Exposition, is going up. It will be used exclusively for the display of mines and mineral exhibits.

Here the resources that mean so much to the South will be on display; here the lessons of how best to conserve these wonderfully rich resources will be taught; here the lessons of how best to protect the lives of those who go down in the mines as a means of earning a livelihood will be portrayed.

WOMEN AT WORK

They Are Striving For Success of National Conservation Exposition.

Women all over the South are working heart and soul for the success of the National Conservation Exposition that will be held in Knoxville, Tenn., next September and October.

The women will have a building on the exposition grounds devoted entirely to them and to their interests. The building now in course of construction will be one of the handsomest and most striking in the group of exposition structures. It is being built in the old Colonial style.

The building was designed for the women; it is set apart for their use. In it will be shown hundreds and thousands of things of interest to women. The woman's building will be primarily devoted to the display of various things embraced in that comprehensive term—domestic science—and to the display of the arts and crafts in which they will find delight and instruction.

Mrs. Horace Van Deventer, of Knoxville, a daughter of Justice Lurton of the supreme court of the United States, is chairman of the woman's board of the exposition and is devoting much of her time to the work. Mrs. Van Deventer is getting splendid assistance from the women of other great Southern states.

NO ADVANCE IN HOTEL RATES.

Visitors to National Conservation Exposition To Be Well Treated.

Those who are contemplating a visit to the National Conservation Exposition in Knoxville during the months of September and October of this year can make their plans assured of this fact: The rates at the Knoxville hotels will not be advanced while the Exposition is on. This has too often been the case in other cities where big national expositions have been held. It will not be the case in Knoxville.

FISH AND GAME EXHIBIT.

Under the direction of John H. Wallace, Jr., Game and Fish Commissioner of Alabama, an exhibit of fish and game for the National Conservation Exposition is being prepared. Audubon societies are also co-operating in this work.

GOOD ROADS LESSONS.

Good roads are necessary requisites to the development of any country. The necessity of good roads in the South will be set forth by a line of exhibits at the National Conservation Exposition in Knoxville this fall.

GREATEST OF ALL PREMIUM LIST BIG

Land Show at Conservation Exposition Will Set a New Mark

Live Stock Show Will Be Feature of National Conservation Exposition

WHAT A BUSINESS MAN SAID

\$14,000 IN PRIZES OFFERED

Nothing Like Display in This Department of Big National Exposition Ever Has Been Attempted in the Country Before—Lessons for Farmers.

Object of Manager of Live Stock Department Is To Make Display Absolutely Clean and Stimulate Breeding of Better Class of Animals in South.

E. D. Stratton, land and industrial agent of the Cincinnati, New Orleans & Texas Pacific and the Alabama Great Southern railroads, paid his first visit a few days ago to the grounds upon which the big National Conservation Exposition will be held in Knoxville from September 1 to November 1 of the present year. He went to Knoxville with a party of other railroad men. After his visit to the grounds, after he saw what had been done and what was being done in preparation for the exposition, he expressed himself in this wise:

"To say that I was most favorably impressed would be to put it mildly. I had no idea that such a site for an exposition could be found anywhere in this country. I had no idea of the extent and character of the buildings already up, and I was delighted to see such good progress being made in the erection of the big new buildings."

"Will your roads be represented by a land exhibit?" he was asked.

"They will," he replied, positively. "They could not afford to be unrepresented."

This was a hard-headed man of business speaking. He had seen. That was enough for him. His decision was made.

Greatest of All Land Shows.

At this early date this statement can be made positively and without fear of contradiction:

THE LAND SHOW AT THE NATIONAL CONSERVATION EXPOSITION IS GOING TO BE, NOT ONLY THE GREATEST LAND SHOW EVER SEEN IN THE SOUTH, BUT THE GREATEST LAND SHOW EVER SEEN ANYWHERE IN THE UNITED STATES.

Land primarily is the basis of all wealth. Much has been learned about land in recent years, many lessons of incalculable benefit to the tillers of the soil have been taught. Many lessons remain to be learned; there is still much in the land and in the methods of its best cultivation still to be taught. Land shows are, comparatively speaking, a new institution. They have done much to educate the people.

The conservation of the soil of the United States is one of the greatest projects undertaken in this twentieth century of progress.

And the Land Show at the National Conservation is going to exemplify the most advanced thought along these lines.

Building Is All Ready.

The new Land Building on the beautiful exposition grounds of the National Conservation Exposition is completed. It stands on a terrace; it is beautiful in design, beautiful in execution. In the rear of the building is an auditorium that will seat 3,000 persons. The building is spacious and was constructed especially for the Land Show and all that goes with it. On the lower floor of the big white building the land companies and the land departments of the various railroads will have their displays. On the upper floors will be the educational exhibits, and these will include the exhibits of the different experiment stations of the United States Department of Agriculture in the Southern states.

Mr. Farmer, here are a few of the things that are going to interest you when you pay your visit to the National Conservation Exposition and the Land Show in the Fall:

You are going to be shown in a most striking and convincing manner how best to maintain and increase the production of your land.

Lessons of the Show.

You are going to get ideas on how to improve the grade and yields of plant and animal products.

You are going to see the soil of the Southern country, and so arranged to teach you many valuable lessons.

You will see exhibits that have to do with the impoverishment of the soil.

You are going to see the best and most modern methods of crop rotation illustrated.

You are going to see actual demonstrations of the way in which you can plant and raise little known products and thus increase the earning capacity of your lands.

You are going to see—What is the use of going farther? The sentiment that the Land Show at the National Conservation Exposition will be the biggest and best ever held still stands.

The railroads are preparing to make very extensive exhibits—the most extensive they ever have made at a Southern show.

EXPOSITION THOUGHT.

The expositions of the past were as songs of achievement at the end of a good day's work. The National Conservation Exposition will be a living and tangible promise of a still more glorious to-morrow foreordained by the wise action of to-day.

Some of the objects of the Live Stock Show to be held in connection with the National Conservation Exposition in Knoxville, as set forth by the director of that department, John A. Jones, are:

To show to the farmer and live stock man how much more economical, how much better, it is for him to breed a good animal than a scrub animal.

To show that successful farming depends, not only on the man behind the plow, but also on the weight of the team in front of the plow.

To show that agriculture and live stock breeding are closely related and can not be separated.

To prove that great opportunities—opportunities as great as exist anywhere—for the raising and breeding of live stock are being neglected and are going to waste in the South.

To prove by actual demonstration the advantages to be gained by the breeding and raising of swine and sheep in the South.

To make the show absolutely clean and high class.

To do everything possible to foster the breeding interests of the Southern country.

Fine Displays at Show.

The Live Stock Show that will be held at the big National Conservation Exposition, in Knoxville, from September 1 to November 1, of the present year, will be the greatest event of its



MISS JULIA C. LATHROP, one of country's noted women and head of Child Welfare Department of National Conservation Exposition.

kind probably ever held in the South. As the object of the National Exposition is to teach the lesson of the necessity of conserving the natural resources of the country, so, too, will the object of the Live Stock Show to teach a lesson—the lesson of conservation.

By displays and exhibits of finely-bred animals—horses, cattle, sheep and swine—and also by comparisons between these well-bred beasts with scrubs will the lessons of the Live Stock Show be taught. Noted men of the live stock world will deliver lectures from time to time. There will be other features forming a part of the show that will be new and novel and of a character never seen at a similar show in the South before.

The premium list is large. The total amount offered in premiums in all departments of the show is \$14,000, and these premiums are so arranged that every owner of a well-bred animal will have a chance of being declared a winner in some of the classes.

Many Other Big Prizes.

There is a stake of \$1,000 offered for the best saddle horse to be shown in the ring at the Night Horse Show.

There is an offer of an \$800 award for the best pair of heavy brood mares to be shown. This offer, it is expected, will result in a better class of heavy draft animals being raised in the South.

There is also a special prize of \$1,000 for the best exhibit of live stock from any county in any Southern state. This is the first time that such a premium has been offered for an event of this kind. The total premium list in connection with this one event alone amounts to \$2,700.

A commodious, well-ventilated building will house the live stock exhibits at the Conservation Exposition. The ring in which the animals will be shown has been pronounced to be one of the best in the country. A Night Horse Show will be held, and this will be made much of. It is expected to attract large crowds and also a fine line of exhibits.