



WESTWARD THE COURSE OF EMPIRE TAKES ITS WAY

A MESSAGE TO THE PEOPLE OF OREGON

Oregon has announced to all the World that it has set the Stage for a WORLD'S EXPOSITION IN 1925.

In order to bring into full view the magnitude of such an undertaking, it is necessary for every resident of this fair State to realize that such an event can only be as great and brilliant as its men and women ordain.

Let it then be the mission, the inspiration, the thought of the People of Oregon, to point with enthusiastic pride toward the development of the highest intellectual achievement that lies within their power. Let the wealth, refinement and industrial strength of the state be poured forth in abundant array for the World to behold and enjoy as the spirit of the GREAT WEST.

Let the People of this great State combine their efforts and march as one great Army toward the Goal the ATLANTIC-PACIFIC HIGHWAYS and ELECTRICAL EXPOSITION wishes to attain, with the same spirit that prompted the PIONEERS who blazed the Trail of our first CIVILIZATION.

Let us emulate as one mighty force what GOD has wrought in the big, free and open-hearted West, and where the Hand of Man has transplanted the new GARDEN OF EDEN.

Let us from this hour on proclaim the name and fame of the new WONDERLAND that lies west of the ROCKIES, and let us consider ourselves, individually and collectively, bound to the performance of our duty as citizens to make the EXPOSITION OF 1925 one worthy of the name, triumphant to the end.

To justify our position, to acquaint the World with our intent, to understand the full meaning of our place as hosts, let us in unison display this message:

REASONS FOR HOLDING THE ATLANTIC-PACIFIC HIGHWAYS AND ELECTRICAL EXPOSITION PORTLAND, OREGON-1925

1. Return to World Peace.
2. Recognition of maritime commerce of the World thru the completion of the PANAMA CANAL.
3. Re-establishing commercial relations with all NATIONS.
4. Recognition of the importance of the building of the TRANS-CONTINENTAL HIGHWAYS IN AMERICA.
5. Invite the People of the UNITED STATES to "SEE AMERICA FIRST"
6. Stimulate building of the PARK-TO-PARK HIGHWAYS.
7. Celebrate 100th ANNIVERSARY of the discovery of the ELECTRO-MAGNET by WM. STURGEON, the English engineer.
8. Commemorate the founding of POINT VANCOUVER by JOHN McLAUGHLIN 1802.
9. Dedicate the completion of the OREGON TRAM (OR HIGHWAY).
10. Capitalize the SCENIC CHARM of the PACIFIC NORTHWEST from the snow-capped mountains of the CASCADES to the mighty PACIFIC OCEAN.
11. Showing the possible development of the inexhaustible supply of HYDRO-ELECTRIC power in the COLUMBIA RIVER BASIN.
12. Glorify the achievements in ART, SCIENCE, LITERATURE and INDUSTRY of all Mankind.
13. Make known the MINERAL, AGRICULTURAL and MANUFACTURING RESOURCES of the PACIFIC COAST.
14. Visualize the Spirit "WESTWARD THE COURSE OF EMPIRE TAKES ITS WAY."
15. Reflect the highest type of CITIZENSHIP to the end, wherein all the World will look upon AMERICA as the Promised Land.
16. Every influence that brings the different sections of the NATION into closer touch and fuller sympathy makes for Patriotism and increased National strength.

Wm. H. Miller
 GOVERNOR OF OREGON
J. H. Miller
 CHAIRMAN 1925 EXPOSITION
W. L. Baker
 MAYOR OF PORTLAND

