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Portland hits the big 150

■ From Stumptown to metropolis, Portland looks back on 150 years of mud, rain and hand-painted chamber pots

By Joseph B. Frazier

The Associated Press

PORTLAND — Portland turns 150 in January, but they're starting the party early Friday night with a music festival by the Willamette River, not far from the clearing where William Overton and Asa Lovejoy pulled their canoe over to rest a spell in 1843.

Overton told Lovejoy he'd like to file a claim on the clearing and offered Lovejoy half if Lovejoy would pay the filing fee of 25 cents. Lovejoy did, and became half owner of what is now downtown Portland.

Overton got restless and sold his share to Francis Pettygrove for enough store goods to get him to California.

Then Pettygrove and Lovejoy plotted some streets. Pettygrove wanted to call the place Portland, after his Maine home. Lovejoy fancied Boston, to honor his Massachusetts roots. They flipped a coin, an 1835 penny still in the possession of the Oregon Historical Society.

And the rest is history.

Portland's official 150th birthday is Jan. 23, 2001.

The city is getting a jump on its sesquicentennial celebrations Friday night, with a fireworks display, a 100-foot birthday cake, and a concert by the Oregon Symphony. The party, sponsored by the Bank of America, was timed to coincide with the year 2000 Rose Festival.

Rich Brown, a Bank of America spokesman, said the Friday festivities are a "way to get it (the city's sesquicentennial) on peoples' radar, and the only time you can hold an outside concert in the

summer."

More events are planned for January.

The events will pay tribute to a city that has risen to prominence from very humble beginnings.

The first wagon trains in 1842, traveling on what became known

The advantages of the waterfront and the road gave the fledgling settlement a boost when it needed it most, and Portland took off.

as the Oregon Trail, brought about 100 people to the Oregon country. But 900 came in 1843, 1,400 in 1844 and 3,000 in 1845. More were arriving by ship.

While many were farmers headed for the rich soils of the Willamette and Tualatin Valleys, many too were businessmen, tradesmen and craftsmen. Getting goods in and out was becoming a priority.

Lovejoy, whose real interests were in bustling Oregon City 12 miles upriver, sold out to Benjamin Stark in 1845 for \$1,250 and some cattle. Pettygrove got gold fever in 1848 and sold out for \$5,000. The land boom was on.

"All the while, 'Little Stumptown,' as the clearing was derisively called, was one of perhaps a dozen settlements hoping to become the dominant spot on the lower Willamette.

Some, such as Linnton, St. Helens, Columbia City (now Van-

couver, Wash.), St. Johns and Oregon City, all of which predate Portland, still exist.

But Portland prospered and grew.

The reason was perhaps stated best by a Massachusetts sea captain, John H. Couch, respected in the Oregon country and in the Eastern banking houses, who is quoted as saying, "to this very point I can bring any ship that can get into the mouth of the Columbia River. And not, sir, a rod further."

The river was starting to matter.

Portland delegated Oregon City, its main rival, to second place in 1851 when it opened, to considerable celebration, a plank road to the Tualatin Plains in what is now Washington County to help farmers get their produce to the ships.

The advantages of the waterfront and the road gave the fledgling settlement a boost when it needed it most, and Portland took off.

Despite the muddy streets and humble buildings of its early years there was money to be made, and some of the early settlers made it by the fistfull.

Portland showed off its prosperity in its early decades. Charles Addams-style mansions with Mansard roofs cropped up around the Park Blocks, and in the Northwest sector. And there was that spiffy new Saint Charles Hotel, which boasted a lock on every door, a bathroom on every floor and hand-painted chamber pots.

Portland had its underbelly too, with one of the tougher waterfronts on the coast, where a man who took a drop too much was likely to wake up on the high seas, Shanghaied.

Guides to bare non-editorial tag

■ Those searching for a school through college guides including '4 Year Colleges' and 'Complete Book of Colleges' will now see a disclaimer on school-provided information

Peterson's, publisher of one of the nation's most popular guides to four-year colleges, said Thursday that from now on it will disclose to readers that school's pay for extra information about themselves in the book.

The change will apply to the next edition of Peterson's "4 Year Colleges," due out this summer.

The publishers of two other college guides — including the "Complete Book of Colleges," published by the Princeton Review — said they too charge schools for enlarged listings and will also disclose the practice from now.

The decision by Peterson's came after The Chronicle of Higher Education examined the policy and The Associated Press inquired about it.

"It never occurred to us this is something we should highlight," said Christopher Maloney, Peterson's senior vice president for marketing.

Maloney said such payments probably date to the late 1960s when Peterson's began publishing the guide to four-year colleges.

Guides such as Peterson's are often the first resource for college-bound students and their families.

The current edition of Peterson's "4 Year Colleges" is 3,257

pages. About 1,000 schools paid for the second half of the book, spending \$2,830 apiece for two pages of what Peterson's calls "in-depth descriptions."

Maloney said in the next edition, the preface to the paid sec-

"If I wanted the school's opinion of itself, I would have sent for brochures."

Neela Satyamurthy
sophomore
College of Wooster

tion will read: "The colleges included have paid a fee to Peterson's to provide this information to you." The section will also carry the words "fee-based, in-depth information," all in capital letters.

He said he is uncertain whether such payments will be disclosed in Peterson's online guide at www.petersons.com/ugrad.

The paid sections elaborate on a school's history, its campus, faculty and student life. The material is submitted by the school and edited by Peterson's. The school doesn't see the text before it is printed.

For instance, Stanford Universi-

ty's paid entry describes how founder Leland Stanford "patterned the university after the great European universities. He set a pattern for students to receive a broad liberal education, as well as a practical one, that was remarkable for its time — one that would cultivate the imagination and develop character."

The Princeton Review's latest "Complete Book of Colleges" contains what it describes as 300 "special two-page portraits written by the colleges and universities."

The next edition will identify the material as paid content — as will its Web site, said Evan Schnittman, who oversees the book and Internet site, www.review.com. The publication charges colleges \$3,500 each.

A smaller publication, Miriam Weinstein's "Making a Difference College and Graduate Guide," said it charges colleges \$275 to about \$1,300 and will disclose the payments in its next edition.

Neela Satyamurthy of Ohio said she expected an independent opinion when she read Peterson's in search of a college.

"If I wanted the school's opinion of itself, I would have sent for brochures," said the 19-year-old sophomore at the College of Wooster.

She said she was pleased by Peterson's new candor.

The Associated Press