



DIRECTORS AND OFFICERS OF LEWIS AND CLARK FAIR CORPORATION.

will be covered with immense sheets of bark. The roof will be of split cedar shakes. On each of its long sides will rise colonnades of immense fir logs, supporting an extensive loggia or gallery and the great overhanging roof, which, with its picturesque gables, will contrast markedly with its neighbors. About the interior will be a rustic colonnade of still larger and taller fir than on the exterior. Nearly opposite the Forestry building, at the end of the long lateral artery of the grounds, will stand the water tower, within which will be placed three immense tanks for the supply of water for fire and general purposes for the whole Exposition.

On a high terrace with a commanding view, and where it can be seen from all points, will be placed the Electricity building, of the Spanish style, with a tall tower. In this structure will be placed the machinery for lighting the buildings and grounds, on which will be arranged a magnificent electric display. At the far east end of the grounds, to the side of the States building, may be found the Oriental display. Here, in an area about the Pleasure Plaza, will be placed buildings, Oriental in character, in which will be seen the extensive exhibits of our neighbors across the Pacific. This will be a large and instructive part of the Exposition, for it is to be an Oriental Fair, as well as a memorial to Lewis and Clark.

View From Lakeview Terrace.

After leaving the main buildings of the Fair proper, and directly north of the Middle Plaza, is the Lakeview Plaza Terrace, which will be beautifully decorated with balustrades and statuary, and from which broad flights of steps descend to the lower grounds on the lake front. The views from this terrace are magnificent and not the least among them will be that of the long bridge, with its picturesque row of middle-age shops, devoted to small commodities. This bridge will be over a quarter of a mile long, with a broad roadway, on one side of which will be the intramural railway and on the other the long row of shops. The bridge proper will consist of a long line of arches, through which launches and small boats will pass to and fro. During the evening thousands of electric lights will cast their reflections in the placid waters below. Along the shores of the lake will be distributed various boat-houses, the

marine pavilion and other picturesque structures. ION LEWIS, Director of Architecture, Portland, Dec. 12.

PLANS OF EXPLOITATION.

How Other States and Nations Will Be Interested in Exposition.

IN THE scheme of development of the Exposition, foreign and domestic exploitation and publicity fall into one division. The exploitation work consists of enlisting the co-operation and support of Governments—state and national, foreign and domestic—and of laying the foundation for exhibits which will later be taken up and conducted by the divisions of Exhibits and Concessions. The publicity arm of the service is being employed to advertise the Oregon Country, and the Exposition for the double purpose of attracting settlers and homeseekers and Exposition visitors. The Lewis and Clark Centennial Exposition follows so closely upon the heels of the Louisiana Purchase Exposition that it was out of the question for nations, states or individuals exhibiting at St. Louis to think of preparing a new exhibit for Portland. Even Oregon is keeping within the bounds of economy, and has provided to transfer to Portland all of its St. Louis exhibit that is not perishable. Among foreign nations the sentiment appears to be that their St. Louis exhibits are not only the best that could be gotten together, but the last that will be collected for some time, at least for an American Exposition.

Work Centers at St. Louis.

In view of this situation, it has been apparent from the beginning that, for exhibits from other than Pacific Coast points, and especially for foreign exhibits, Portland would have to depend almost exclusively upon work done at St. Louis. It does not follow that what will be obtained at St. Louis will be second-hand or shabby work. It will be the cream of the Louisiana Purchase Exposition and, when set up in the smaller Exposition at Portland, will make a far better showing than at St. Louis. Mr. Theodore Harder has charge of foreign exploitation for the Lewis and Clark Corporation at St. Louis. At the present writing he has an excellent prospect of securing exhibits from Great Britain,

France, Germany, Russia, Norway and Sweden, Canada, Mexico, Cuba, Brazil, Chile, China, Japan and Ceylon. The Exposition management will reinforce Mr. Harder's endeavor as to Canada and Japan by direct appeal to those governments. Nothing can be done in this line, however, until the Government of the United States formally recognizes the Exposition.

Domestic exploitation carried on in the winter of 1903-04 resulted in interesting Oregon, Minnesota, North Dakota, Missouri, California, Utah, Idaho and Montana, which made appropriations aggregating \$750,000 for their exhibits. This month the canvass will be continued in Iowa, Massachusetts, New York, Maryland, Ohio, Virginia, Rhode Island and other states, with good prospect of success. When the Legislatures of 1905 meet, all states, except Oregon, that made appropriations in 1903, will be asked to stand an increase, and an effort will be made to interest South Dakota, Colorado, Wyoming, Washington, Arizona, Nevada, Michigan, Wisconsin, Indiana, Illinois, Nebraska, Kansas and Tennessee. A preliminary canvass of these states shows that they well understand the Lewis and Clark Exposition and are favorable to participating in it. Louisiana, which will meet in the summer of 1904, will be invited to make an exhibit.

Methods of Getting Publicity.

As far as publicity is concerned, there is no need to advertise the Exposition until the St. Louis Exposition is out of the way. With the Louisiana Purchase Exposition standing between Portland and 1903, money spent in advertising the Lewis and Clark Exposition would be wasted. In the period preceding the opening of the St. Louis Exposition, the Oregon Country will be kept constantly before the people. At St. Louis, both the Oregon Country and the Lewis and Clark Exposition will be exploited, and when the gates close at St. Louis, the Portland Exposition will come on the boards for its share of the country's attention. A plan of operation has been mapped out and will be systematically followed so as to produce the best results. Through the newspapers and other channels of information upwards of 1,000,000 readers will be reached, and by the time the gates open in 1906 the Exposition will be known in every town of any size in the United States and the Dominion of Canada. Letters received at the office of the corporation from Governors of States and business men of the East, and even from Europe, China and Japan, indicate that the Exposition is well known even at

this early day. No state that will be represented at St. Louis next year will be so thoroughly advertised as Oregon will be. And the Lewis and Clark Exposition will be the cause of it all. HENRY E. REED, Director of Exploitation, Portland, Dec. 15, 1903.

COMPETITION OPEN TO ALL.

Radical Departure Likely in Rules Regarding Awards for Exhibits.

IN THE division of exhibits competition will be open to all nations and all states in the United States, and invitations have been and are being sent both direct from the Exposition Company and through the State Department, asking all nations to participate. The management feels confident that there will be a lack of space for exhibits rather than a lack of exhibits. Some special work has been done at St. Louis by our special representative there, who has given particular attention to the Oriental countries, and at the present time everything looks favorable for a very full representation in the shape of exhibits from all Oriental countries. It is very likely that the State De-

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partment will permit us to make use of some of our consular agents to assist in securing exhibits from the Orient. A strong attempt will be made to correctly and adequately show the home life and manufactures of these people. Countries that are expected to make exhibits are England, France, Germany, Russia, Norway and Sweden from Europe; China, Japan, India, Siam, Ceylon, Silesia and the Philippines from Asia; Chile, Peru, Brazil, Argentine Republic and Panama, from South America; Canada, Mexico, Cuba, Porto Rico and the United States, from North America.

Working for Eastern Exhibits.

Active work is going on at the present time, or will shortly begin, looking to participation from a number of the Eastern states and such of the Trans-Mississippi and Southern states as have not yet decided to make exhibits. Applications have been made by many manufacturers of the East for space for special exhibits, and no doubt a very full representation will be made of exhibits pertaining to manufactures now existing in this section of the country, and also to those likely to come near in the near future. The coming of the Louisiana Purchase Exposition just a year previous to ours relieves us of considerable work, as it is confidently expected that a great many of the European states as well as the Oriental countries will be easily induced to transfer their exhibits to Portland from St. Louis.

New Plan of Making Awards.

No definite policy has yet been determined concerning exhibits, but the management looks with favor upon the idea of collective and competitive exhibits. This idea will enable states to place their exhibits in their own buildings and at the same time to enter them in the competition. Expositions have usually adopted a different rule and required competing exhibits to be installed in the general exhibit building. Exhibits made in state buildings have heretofore never been permitted to be competitive. If Portland adopts the new method suggested, it will be a radical departure from the established custom, but one which should meet with approval of the states and nations participating. The Northwestern states will be expected to outdo themselves in their exhibits, and the management feels confident that every expectation in this regard will be more than realized. Particular attention will be given to the Oriental exhibits as well as those products of the Northwest which meet their sale in the Orient, with a view of stimulating

trade between the Coast and the Orient. In a general way, although it is early, the matter of exhibits is to be given considerable attention and as soon as the division of exhibits has been organized, active and energetic work will be pursued along all lines. A. H. DEVERS, Chairman of Committee on Exhibits, Portland, Dec. 18, 1903.

NATURE OF CONCESSIONS.

They Should Be Educational, Artistic, Entertaining and Profitable.

THE most important and valuable adjunct for the interest and welfare of our exposition rests in the hands and authority of the committee on concessions. It is not assumed that the work of other departments does not render results, without which the concessions committee could not hope to accomplish its end, but the results of the work of this committee have such a direct bearing upon the educational and financial aspects of the exposition as to justify the statement that the outcome of its labors must be second to no other of the many active committees composing the organization. The public at large await a type of concessions to be granted commensurate with the dignity of the occasion, and yet to discriminate in favor of the elevating and wholesome influences as against those classed as pernicious, demands such acumen as may well require the judgment of the best of counsel, for communities in their temperaments are made up of what they may have been fed upon in their earlier years, and their environment at some later date. Hence it is not too much to say the people of the West appreciate a rollicking concession filled with entertainment, to which the finger of prudishness should not even reasonably point with scorn, and yet the temper of many people of the East and elsewhere might be shocked at the latitude so exercised. It follows, therefore, to please the tastes of the many, the selections shall be of such order as to be artistic and educational, even to the degree of subordinating measures which otherwise might be greater financial producers. I do not apprehend there will be any material difference in judgment as to what constitutes the artistic. Our general education prompts us to judge this by lines of observation so closely aligned to an almost instinctive knowledge as to set at rest any doubt

that this portion of the concession feature will be presented to please nearly all and not seriously shock the few whose ideas are limited by a narrower scope of vision.

Must Reconcile Opposing Views.

When the educational problem is presented, opinions may be divided as to the effects to follow. It may reasonably be anticipated that a division of views will arise between a small boy whose conception of educational opportunities grows out of a cosy parlor with well-laden shelves of books and bric-a-brac, whose advice to those less fortunate is to visit the public libraries and thereby acquire their educational conceptions and ideas and the less fortunate majority. No one can say against this advice. No one denies the growth that has followed in the past 50 years the establishment of our public libraries and the increased tendency still further to place before the public their many advantages and wholesome effects. Nor will measures not strictly in harmony with these views stay for an instant the growing sentiment in favor of these public educational factors, whether as libraries or associations with similar purpose. But no organization having the purposes for which exhibitions are organized can afford to say the only educational features are those limited to a narrow field, regardless of a close link to an amusement nature. This necessarily carries with it the general conception comprehended as a Midway Pleasure.

The types of shows should be moral, though the complaint at former exhibitions is that too much latitude has been allowed. I have no fears of this kind in connection with our exposition. The public at large demands a representation of life and customs characteristic of the lands represented. There is no foreign land, though to our eyes of inferior civilization, that is not possessed of race traits recognized in their own country as the best of their kind. These brought to our shows are of the educational type we seek by contrast to display and no serious objection can be raised to them. Then it is necessary to have in conjunction attractions of the lighter type, dramatic or athletic shows, which are required for the entertainment and amusement of a large body whose direct share in interest in the exhibits proper can be satisfied in a few hours or at most in a few days, but whose repeated presence is essential for their individual as well as the exposition's financial welfare. The committee having this department in charge cannot afford to ignore the masses whose tastes must be consulted, and will present attractions which will prove a feast to the eye and