Oregon Building at Panama-Pacific Exposition Declared to Have Been of Great Benefit to State

Result of Oregon's Representation at World's Fair Pleasing to Commissioners, Who Hold That the Showing Was So Attractive and Interesting That the Structure Should Be Perpetuated.

View of Main Entrance

JUST as the Oregon building was one of the most imposing and therefore impressive structures at the Panama-Pacific Exposition in San Francisco, so will the benefit, which will accrue to the state from it, be one of the lasting results from Oregon's share in making the exposition a success. The Oregon commissioners to the exposition are united that the money expended was well used and effectively placed. Original in design and yet typical; large, but not too ambitious, the Oregon building served a double purpose.

It attracted attention first and then it invited study, whether that study was under the guise of entertainment, curiosity, or whatever it was, that literally drew thousands within the great log walls where they were shown, almost whether or no, the resources of the state. The interior of the building pretty well represented Oregon in miniature.

O. M. Clark, one of the commissioners, said on his return that Oregon's showing was so attractive and interesting that memory of it should be perpetuated. This could not better be done, he thinks, than to convert the building into an Army clubhouse, where it would forever be an advertisement for the state. Mr. Clark said the world—at least that part which saw the exposition or read of it—will always remember that lumber is one of the prime resources of the state and that already increasing trade is following in the wake of the exposition—that is accruing to Oregon.

Returns to Be Big.

John F. Logan, another member of the commission, declared Oregon never made a better investment than when the Legislature appropriated $175,000 for the building and its maintenance during the exposition.

"It received more attention than any building at the fair," said Mr. Logan. "Its position on the grounds was almost ideal, being across the street from the building where President Moore, of the exposition, met and lunched every day with notables from all over the world. The Oregon building was great during the exposition; it will be greater afterwards."

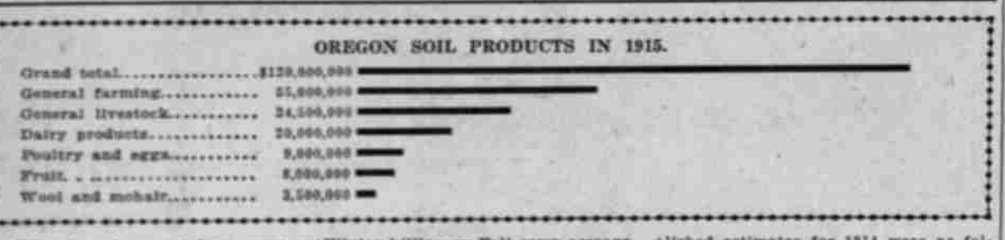
W. L. Thompson, another commissioner, of Pendleton, found that because of the originality of the building and the democratic entertainments offered so frequently within it, it won more desirable publicity perhaps than any building. Publicity being one of the great objects of the exposition in the first place, Mr. Thompson with others finds that the benefits of the Oregon exhibit will be undisputed. Added to this fact that Oregon has more resources and more wealth than the wildest "boosts" given the state, there can be little or no doubt that the publicity will be convincing. "It will bring people—people of means to this state," said Mr. Thompson, "because they have seen it demonstrated that what we said or what others have said about Oregon can be backed up with facts."

Building Great Advertisement.

R. A. Booth, of Eugene, one of the commissioners, discovered during his stay at the exposition that the West had the best exhibits there, and that of the West, Oregon was a telling and convincing part. It was not only on exhibition there, but it was on exhibition along the way, because one of the main routes of travel to the exposition led through this state. People coming from the East, Mr. Booth discovered, passed last through Oregon and saw the wonderful richness of the state and the as yet unappropriated opportunities. Returning from the exposition they passed through Oregon while yet their memories of what they had seen at the exposition were fresh. Oregon in reality convinced them that what was shown and said at the fair was truth. None has yet appeared who has said or intimated anything other than that Oregon's investment of $175,000 in the building and exhibit will be repaid many times over.

Value of General Farm Crops Totals $130,000,000

Wheat Acreage in 1915 Probably Greatest Ever Sown in State—Oats Yield Also Large—Corn Production Shows Remarkable Increase—Substantial Gain in Livestock Noted.



THE value of general farm crops as shown above is compiled from reports of the Bureau of Crop Estimates, United States Department of Agriculture, for the 1915 crop. Other figures are from the most reliable state sources in connection with Government estimates and census figures for former years.

The 1915 wheat acreage was probably the greatest ever sown in the state, but unfavorable weather conditions prevented a maximum yield. A shortage of Fall moisture in the principal wheat-growing sections delayed Fall seeding, thus giving the crop a rather unfavorable start. The early Spring growth gave promise of a record crop, but a few days of unfavorable weather late in the growing season materially reduced the production. In the western portion of the state weather conditions were more favorable, and with a largely increased acreage the crop was the largest in many years in Western Oregon.

Corn Yield Increases.

Oats, being grown principally in the western portion of the state, appear to have been a record crop. Weather conditions were very favorable for the crop with the exception of a little Winter-killing on Fall-sown acreage.

Corn acreage showed a marked increase over former years. Corn has been grown for silage purposes in many portions of the state for many years, but except in the southwestern section, very little ripened corn has been produced. This year, in several parts of the state, very creditable corn shows have been held, and there has also been a large increase in the production of corn silage. Acclimated varieties of seed and proper cultural methods are disproving the old theory that "corn cannot be grown in Oregon."

Estimates of the production and value of the various general crops of the state for the year 1915 are as follows:

Crop—	Amount.	Value.
Wheat (bu.)	17,264,000	$14,760,000
Oats (bu.)	13,424,000	5,872,000
Barley (bu.)	4,744,000	2,224,000
Hay (tons)	1,824,000	18,500,000
Potatoes (bu.)	6,120,000	3,244,000
Corn (bu.)	748,000	422,000
Clover seed (lbs.)	1,240,000	132,000
Hops (lbs.)	17,500,000	2,500,000
Miscellaneous	.....	7,000,000
Total	.....	$55,004,000

Farm Animals Increase.

Estimates of the numbers of the various classes of livestock in the state vary considerably. No Department of Agriculture figures are available of a later date than January 1, 1915. Published estimates for 1914 were as follows:

	Estimate, 1914. Govt. Dec. 31.	State Bord. April 15.	Or. Alm'n'c Dec.
Horses	304,000	301,911	282,000
Mules	10,000	11,504	.....
Dairy cows	170,000	184,000	200,000
Other cattle	512,000	537,497	470,000
Sheep	2,142,000	2,097,000	1,800,000
Goats	.....	187,895	192,000
Swine	360,000	750,000	1,250,000

Using reports of the various county Assessors to the State Tax Commission as a basis of comparison for the years 1914 and 1915, it is found that the reports show a decrease in the numbers of sheep and an increase in other classes of farm animals as follows:

	Pct. Inc.
Horses and mules	2.06
All cattle	10.23
*Sheep and goats	8.77
Swine	20.50

*Decrease.

It will be observed that the figures show practically no change in the assessed number of horses and mules, but it is probable that shipments out of the state for war purposes have somewhat reduced the number over that of a year ago.

The Assessors' reports as a rule consider only four classes of livestock, as indicated by the table. Separate figures for mules, dairy cows and goats are therefore not available from this source.

Advertising of Portland Scenery Declared Essential

Mark Woodruff Believes Boulevards Are Gigantic Plant That Must Be Increased as Business Develops and Keep Apace With Demand—Tourists Must Be Told of Attraction.

By Mark Woodruff.

NUMEROUS reasons for Portland becoming the scenic "hub" of the Northwest and one of the world points at which globe-trotters shall assemble appear plain to one who has given the subject some thought. But it cannot be accomplished in a season, nor two seasons, but in five years of constant effort in making known to the world the advantages Portland can offer during vacation seasons. By the expenditure of more money in the building of more roads, by adding to the comforts which travelers may enjoy, by regulating where regulation is necessary and by establishing a reputation for honesty and courtesy, Portland can and will take pre-eminence as the mecca of the true believer in "seeing America first."

It will require an earnest push on the part of every citizen. It will have to be brought about through every man and woman doing his share in a whole-hearted way.

Great as is the Columbia River Highway in scenic wealth, unequaled in its grandeur as it is, has it ever occurred to the average Portlander that the highway has been a stimulant to other Northwest cities to work harder in advertising their attractions, to expend fully as large sums of money in opening mountain ranges for use as pleasure grounds, and to use every legitimate endeavor to keep the tourist dollar rolling in their direction? For after all, the Columbia River Highway and every other scenic wonder are but business assets.

Highway Is Big Asset.

On the part of a few idealists like Samuel C. Lancaster, the highway is a religion, a work of art to be given the devotion of a lifetime, but to the average business man it is "the big ring" in a circus that is expected to do so much business each year. Rival cities admit that Portland has a tremendously fine attraction, but they claim a few also. And they have them.

So if Portland is to reap the reward of the investment of $1,250,000 in the Columbia Highway, and other millions in boulevards, the plant must be kept up to date; it must be enlarged as the business grows; it must make business affiliations with competitors where an advantage can be secured from home-made goods in the territory, and it must get a reputation for economical administration.

It will not now do for Portland to sit back and say to the world that "we have built this road, and now it is no concern of ours whether you use it or not." The attitude must be the contrary. There must be a constant reminder of the invitation to come and enjoy its splendors; there should be definite tours planned for the tourist, so that no matter which he selects Portland will be the hub around which he whirls.

Actual measurements are said to place Rainier National Park a good many miles nearer to Portland than to Seattle. Tacoma is said to be nearer the park than either, but to reach Tacoma the traveler must pass through either Portland or Seattle, and this advantage appears to be with Portland.

Portland Tourists' "Hub."

To reach Mount Hood and its living glaciers the tourists will naturally come to Portland. The same is true of Mount Adams and its ice caves, and the same natural advantage is in favor of Portland in handling the business destined for the beach resorts of the Coast line, a class of resorts in which Oregon is superior to any other Coast state.

Spokane has the distinction of being the first large city west of St. Paul on the famous Red Trail for autos. Salt Lake occupies a like position on the Lincoln Highway. From both of these points fairly good roads leading to the eastern end of the Columbia River Highway have been marked this year with the same class of markings that adorn Washington street in this city. The Chamber of Commerce has been able to do this much, but it has not been successful in securing co-operation from communities along the roads for improvement of bad spots.

The work of securing that aid should be taken up by the auto club organizations and, through sending out parties to make personal visits to counties and towns and pointing out the monetary advantage to be had through mending and improving these roads, secure the assistance needed. The tourist crop spends more real money among these communities than any other class of visitors. The counties and towns can be made to see it. I suggest the sending of numerous parties by auto through Idaho, Utah and Washington, the machines carrying banners to announce their purpose, and the men doing the missionary work where it will do the most good.

No other American city has the advantage of so many magnificent snow-capped peaks to attract the tourist, but under present conditions they can only be admired from afar, or visited in the crudest sort of way.

A road has been proposed through the National Forest surrounding Mount Hood, a highway that would diverge from the Columbia River Highway, encircle the peak, passing through a splendid forest of firs, and returning by the old Barlow road. The proposal is as far as it has gotten; but it is to be hoped that the Oregon Congressional delegation will see that the money is made available during the present session. It may be that the Government will ask that Portland and other interested communities stand a portion of the expense of building the road. That has been done before. At Rainier National Park it is being done. Seattle money is matching Government money in making improvements.

Many Visitors to Come.

With the completion of the Interstate Bridge, a movement for bettering the roadway to Mount Adams should have consideration. Portlanders do not recognize the value of the ice caves and lakes of that grand old iceberg any more than did those along the highway, until venturesome souls like S. Benson, John B. Yeon, Sam Hill and Samuel C. Lancaster opened them up. Mount Adams can be made a paying investment for Portland, although located in another state. It would mean much to Vancouver to have this road in first-class condition.

With the Pacific Highway in good conditon, and with these suggested roads in use, Portland would find her visitors numbering into hundreds of thousands each year, instead of tens of thousands, as they are now counted. It would mean the expenditure of new money in every village, hamlet and city along any of the roads, and to that extent every one of those communities is jointly interested in making Portland the "scenic hub of the Northwest." A new dollar is a dollar from the outside. It is a new dollar to Oregon. It swells the amount of circulating medium. A couple of millions of those dollars floating into Oregon each year would be a first-class business stimulant. And it will be easy to get them coming, if each village and County Court will do its part to provide roads which a tourist can ride over in comfort.

PORTLAND'S WATER SUPPLY UNEQUALED

System Contains 1100 Miles of Mains and 56 Miles of Conduits—About $12,000,000 Invested.

SEVEN HUNDRED miles of water-mains, 56 miles of large-supply conduits and six large reservoirs comprise the principal parts of Portland's water system, recognized as one of the best gravity systems in the United States. The system represents an investment of about $12,000,000.

As to the water, it has been proved by analysis that there is none purer, unless it is distilled or sterilized by some mechanical or chemical process. Originating in the dense snow-covered forests of the Cascades within a National Forest 222 miles in area closed to the public, the water filters through a dense carpet of an impenetrable wilderness into Bull Run Lake where it later passes out through an underground channel to Bull Run River where it flows to the intake.

After passing into the headworks two huge pipes gulp up enough of the icy stream to supply the city. It is carried through the steel conduits a distance of about 40 miles, ending finally in the reservoirs at Mount Tabor. From there the reservoirs at Washington Park are filled through big steel gravity pipes extending under the city. It passes from the reservoirs into the large district trunk mains, from these into smaller lateral mains and from these into the service mains leading into dwellings and buildings.

Water Source Guarded.

It would not be possible to get a supply of water to a city with less danger of pollution. From the time the water falls in the big reserve in the form of snow or rain until it reaches the consumer there is no chance for contamination. The public cannot get within about six miles of the headworks or within many miles of the source of the supply. The only human life in the immense forest area are the municipal and Federal forest rangers who spend their Summers keeping on the lookout for forest fires.

Bull Run Lake, which is the great natural reservoir of the supply, has an elevation of 2500 feet above sea level. It is about three miles long and nearly a mile wide and is very deep. It is seven miles northwest from the summit of Mount Hood. The deep canyon of the Sandy River prevents the glacier water of Mount Hood from reaching the lake. The lake is fed entirely from unfailing springs in the steep, rocky slopes surrounding it on all sides. These springs are fed by rain and melting snow.

Mains Total 700 Miles.

From the lake the water passes in an underground channel through basalt rock. The water gushes out as a gigantic spring 250 feet below the level of the lake and flows through a rugged and shady canyon 20 miles to the headworks. The water is crystal-clear and icy-cold when it goes into the intake pipes. These pipes have a daily capacity of 67,000,000 gallons, while Portland uses less than half that amount daily. More than half the Bull Run River goes over the spillway at the headworks.

While Nature has built up her model supply in the forests the city has been hard at work arranging for the delivery of the water within the city. The water system at present consists of 700 miles of mains, not including the large main supply conduits. Of this mileage of mains 567 miles are four inches in diameter and about 122 miles under four inches.

ROSE FESTIVAL TO BE BIG EVENT IN 1916

Elaborate Plans Being Made for Annual Fiesta in June—Highway to Be Dedicated.

By J. H. Dundore, President Rose Festival Association.

PORTLAND will stage its tenth annual Rose Festival June 7, 8 and 9, 1916. It is the one week of the year that Portland, metropolis of a great state, gives up work for play—the one week of the year that both young and old alike look forward to with pleasurable anticipation.

Each year the Rose Festival has improved with age. Each year more people in the United States and over the world at large have heard about the Portland rose as a direct result of the annual celebration. This is what makes the June fiesta one of the best advertising mediums possessed by any city west of the Mississippi River.

Portland has again intrusted its Rose Festival to 12 business men. Each man has a duty to perform—some certain spoke in the great wheel to manage—so that on the opening day of the June-time festival the enterprise will stand ready in every detail and roll along to a successful termination.

The various features to be offered this year will be announced at an early date. The Festival center, the great central feature in the park blocks last year, will be fully 50 per cent greater this year. The floral parade, the one pageant of the fiesta season that brings forth the rose in countless numbers, will be greater and grander than ever before this year. Fraternal organizations and the industries of the city will share places of honor in the magnificent military, industrial and fraternal spectacle and other features will offer entertainment every hour of the day while the big show is in progress.

Portland's business streets, on both sides of the river, will be decorated beautifully and the rose flower will predominate in the general scheme of beautification for the Festival days.

The school children of Portland again will have part in the Festival parade and the "Human Rosebuds" will thrill the crowds with their wonderful and spectacular procession. Many new ideas are to be worked out and the Festival programme in detail will be announced several weeks before the opening date of the June celebration.

The National dedication of the Columbia River Highway, Rose Festival week, is the one feature this year that will attract worldwide attention to the fiesta and serve not only to exploit the rose fete, but give much timely publicity to Oregon's greatest scenic wonder.

Citizens to Co-operate.

Taken altogether this year's Festival board has a great work to perform. Each director is already at work and the hearty co-operation which all 12 men are displaying makes it certain the 1916 show will go down in Rose Festival history as one of the biggest and best yet presented.

This year's board of governors greatly appreciate the assistance given us by the retiring board, responsible for the magnificent Festival of June, 1915, and we have already taken up the work where they left off. The financial campaign will start soon after the beginning of the New Year.

Portland people who have supported the Festival in years past will be asked to give us their assistance again this year and very soon the general plan for the financing of the various features of the fiesta will be outlined by the finance committee.

We are receiving encouragement on all sides, which indicates at this early date that the people of Portland enjoy the brief holiday season each year afforded by the holding of the Rose Festival and are always ready to give the undertaking their support.

Highway to Be Dedicated.

The slogan for the 1916 show will be selected soon after the closing of the contest January 15. The poster design for this year's carnival is now under consideration. It will be sent broadcast over the land to fix the dates of the show and the dedication of the highway firmly in the minds of all people who travel, with a view to encouraging tourists from the East, South and Middle West to visit Portland this year and join with its Festival days.

With the exposition at San Diego to run throughout 1916, we may expect many visitors to the California exhibition to continue their journey to Portland. The City Beautiful work of last year will be continued again this Summer, which will again add thousands of rose flowers to Portland's already mammoth floral display.

Co-operation of the various business, fraternal, social and other organizations of the city, private citizens, the school children, transportation lines and Portland and the state as a whole is what makes the annual Rose Festival a success.

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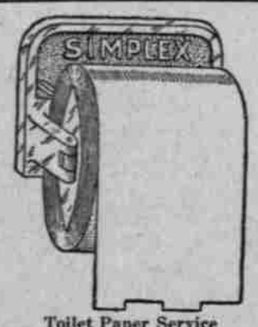
GREETINGS TO THEE THIS NINETEEN SIXTEEN

With the dawn of a new year we wish to convey to all our patrons and friends the old wish with new-found sentiment, "A Happy and Prosperous New Year."

Fired with the spirit of 1915 accomplishment in assisting Portland to maintain its lead as the leading stock center for the Pacific Northwest, let us both look forward optimistically to 1916. Again we say, "A Happy New Year."

PORTLAND UNION STOCKYARDS



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