

# OREGON DESTINED TO PLAY STELLAR PART IN AFFAIRS OF THE WORLD

1925 Exposition Declared Certain to Exert Widespread Influence for Good—Co-operation of Entire State Is Sought—Achievements to Date Are Enumerated and Suggestions Are Put Forward by the Chairman



E. B. Hall, Klamath Falls; G. E. Ingalls, Corvallis; William Hanley, Burns; Julius L. Meier, Chairman, Portland; A. T. Hill, La Grande; Charles E. Gates, Medford; Truman Butler, Hood River.



John F. Daly, Portland; John B. Yeon, Portland; John E. Gratke, Portland; Fred E. Taylor, Portland; Ira F. Powers, Portland; Nathan Strauss, Portland; C. D. Bruun, Portland; Franklin T. Griffith, Portland; Max S. Hirsch, Portland; Emory Olmsstead, Portland.



Geo. L. Baker, Portland; C. C. Cobb, Portland; David M. Dunne, Portland; Guy W. Talbot, Portland; J. A. Cranston, Portland; Eric V. Hauser, Portland; Charles F. Berg, Portland; E. E. Brodie, Oregon City; Robert E. Smith, Portland; J. C. Ainsworth, Portland.

By Julius L. Meier, Chairman Board of Directors.

THE year 1925 is destined to mark an era in the progress of human affairs, and Oregon will play an integral part in its making.

Thus can we look forward to 1925 with hope and a renewed vision of prosperity that the state has not heretofore enjoyed.

The inception of a world's exposition, such as has been outlined by the members of the Atlantic-Pacific Highways and Electric exposition, is one thing; to build it is quite another task. To the latter the state is now committed.

A chronological review of the past year's work leading up to the present period that is to bring about the colossal enterprise might be set forth in this article as a justification of what will follow.

No undertaking of this kind could be held without the consent of the people, proper legislation and a spirit of wholesome co-operation.

In February, 1921, the Oregon state legislature adopted a memorial approving the inception of the program to hold a world's exposition in 1925 and authorized Governor Olcott formally to invite the various state governments to participate.

This action was followed by receiving the legislative endorsement of seven western states. Simultaneously the incorporators met and authorized its executive committee to issue a "message to the people of Oregon." This message found generous space in all the state papers and neighboring states.

July 1, 1921, the congress of the United States passed a joint resolution authorizing President Harding to invite foreign nations to join with Oregon. August 17, 1921, the first public demonstration was staged in honor of the signing of the congressional resolution by the president.

September 8, 1921, a state-wide conference was held in Portland with representatives from each county and state organization to initiate an administration policy and outline a financial plan.

A special city election was authorized November 19, to vote upon a tax budget of \$2,000,000 covering a period of three years. The majority received was an unmistakable endorsement of the exposition program, for it carried four to one.

The balance of the capital necessary to complete the organization is to be raised by state tax—\$7,000,000—and \$1,000,000 by public subscription, making a total of \$8,000,000 as Oregon's share in the enterprise.

Commissions are named in each county to insure an economic and efficient distribution of the taxpayers' funds, and whatever surplus remains will be prorated back to the source from which it came.

The group of men responsible for the development of the exposition programme up to this period has approached each movement with caution, foresight and forbearance. The completion of this programme now

rests in the hands of the voters of the state at large.

The outstanding needs of an organization of this kind call for a harmonious public spirit, sufficient capital and a group of men with sufficient vision and strength to win the goal they seek to gain.

The plan outlined in the preliminary survey has a geographical background of 155 men, representing every section of the state. From this group an executive committee of 37 has been named, who in turn will collaborate with the city and state tax commissions, constituting possibly 13 in all. From this group a board of managers should be selected. Committees should also be named from the ten western states to keep in close touch with the exposition committee so as to meet the needs of the Pacific coast.

The president's office should include such assistants as are required to expedite all departments, while a series of honorary vice-presidents might be named to represent all the leading industries, diplomatic corps and governmental officials. Departments should be established for finance, transportation, parking, campgrounds for automobiles, aviation, federal and state participation, director of works, director of exhibits, director of exploitation.

We can only judge the future by what we know of the past. The Atlantic coast has enjoyed a long period of prosperity by its close proximity to European markets. Not until the Panama canal was built has the Pacific coast been considered a factor in the world's markets. Now the Pacific coast faces Europe. The distance between England and the west coast has been reduced 8000 miles by means of the canal route. This means that the next great development, the future theater of events, lies along the shores of the Pacific. By a system of well-connected highways the interior country, with its rich scenic value, its fertile soil, its virgin forests, its storehouse of mineral wealth and great chain of national parks, will draw the tourist and the trade hither for investment, romance, adventure, mountain climbing, fishing, golfing and, above all, the smooth paved highways will lead them west-

ward, where the course of empire takes its way.

Oregon, Washington and California have already proven their ability to act as hosts to the intelligence of the world. California staged two world's expositions that added fame to the west; Washington state presented the Alaska-Yukon exposition, while Oregon staged the Lewis and Clark fair with pronounced success.

While it is possible to make this

the last word in expositions, it is also possible to make it the first word in a constructive practical policy for the upbuilding of the state and the peace the world has so earnestly prayed for.

The year 1925 marks the 100th anniversary of the discovery of the electro-magnet, which has made possible the commercial use of electricity. This incident, together with the fact that the Columbia river basin contains one-third of the hydro-electric power in the United States, gives a scope to the possibilities of the exposition as yet beyond our ability to visualize.

Let us be able to go to our sister countries and say to them: "Bring to the shores of the Pacific a complete representation of your national life. Build within our exposition a miniature city of your own, in which you can show your national life, your customs, your people with their industries, agriculture, art, science and music; all that you are and hope to be. Let us and all nations become acquainted with you that we may understand you and your ambitions better. Here you will find assembled all people of the earth in a manner that you may become better acquainted."

Mutual understanding is the motto around which can be built the most marvellous exposition the world has yet seen. Not merely an aggregate of buildings in which each country will display its wares, but an actual demonstration of the very life and soul of the various peoples, that out of the close personal contact with them will come the friendship which will form the foundation of a lasting co-operation.

To make the exposition in 1925 truly representative of the whole state of Oregon let the visitors to Oregon be shown Crater Lake, with state ceremonial symbolic of the history of the west; open avenues for the public to reach the marble eyes, Diamond Lake and other points of interest in that vicinity. Rogue river valley, with its wondrous production can be made an objective point during the exposition period. Ashland, with its mineral springs and Lithia park should be an objective point. Grants Pass, with its Hill

Gate, Devil's playground, Paradise valley and the Alameda mines, can be capitalized. The Josephine caves might be made an attractive as the Mammoth caves of Kentucky. Pendleton can prepare to stage its wonderful epic drama Round-up at stated intervals. Eugene and Corvallis can specialize on educational features of the west. Central and eastern Oregon with its prehistoric possibilities; Hood River, with Mount Hood as the background and the Columbia river highway; the shore line of the Pacific ocean, extending from Curry county to Shal Water bay, can be made a mecca for the visitors who will come to the exposition.

Such a motif and reason behind the work of the 1925 exposition, such a vision, unselfish enough, broad enough to take in the needs and in-

ago from the co-operation displayed in the Lewis and Clark show. The Oregon building alone stimulated the awakening that followed in the development of Oregon's timber resources, the state's main avenue of wealth today.

Oregon began her career as a commonwealth 75 years ago, long before California, Washington, Nebraska, Kansas, the Dakotas or any of the intervening states blossomed into life. Today Oregon stands first in the list of 48 states, practically unknown on the Atlantic coast. The lack of population is due to the lack of information.

Our sister state, California, capitalized her resources by a system of advertising from which she is now enjoying the fruits of her labor. Washington state likewise prospered on account of her activity and has nearly double Oregon's population.

Everywhere one turns the need for activity is apparent. Therefore the exposition plan has been adopted as a means to a great end. When a corporation or an individual business needs stimulating, methods of advertising are adopted to save the situation. When a progressive farmer is forced to curtail his expenses, he does not sow his seed more sparingly. This would bring disaster. He strives for greater crops, additional markets, better production, in order to gain a resource to meet his needs. The same with the administration of a state or nation.

Evidently other nations are not afraid of the future by a record made in exhibitions of the past. Fifty distinct examples are shown at the present day where world exhibitions are to be staged as the best means to restore the balance of trade. France, led white from the ravages of war is to hold an exposition in Marseille in 1922, to which it invites the world. England has projected an exposition of world magnitude for 1922 that calls for an initial capital of \$5,000,000. Brazil will be ready next year with its exposition in Rio de Janeiro, at which there will be American representation. Japan is to hold a world's trade exposition in Tokyo next year. Philadelphia has plans to commemorate the sesqui-centennial of American independence in 1925.

ENTIRE STATE REPRESENTED ON EXPOSITION COMMITTEE.

The accompanying photographs are of members of the executive committee of the 1925 exposition. They were appointed by Julius L. Meier, chairman, September 25, under authority of action taken by the state-wide conference held at a previous date to discuss the project and its relationship to the state.

Appointment of the board of directors and the executive committee of the board was made on the basis of thorough representation of every section of the state, as the exposition is to be emphatically an all-Oregon affair.

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## STATE-WIDE 1925 EXPOSITION ORGANIZATION.

JULIUS L. MEIER, CHAIRMAN.  
Appointed September 24, 1921.

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|------------------------------------|------------------------------------|----------------------------------------|
| Ayer, W. B. .... Portland          | Goodrich, L. L. .... Eugene        | Piper, Edgar B. .... Portland          |
| Houser, M. H. .... Portland        | Honover, M. H. .... Portland       | Pollman, William ..... Baker           |
| Hudson, H. L. .... Portland        | Hudson, H. L. .... Portland        | Parker, Judge, D. R. .... Condon       |
| Hofmann, W. J. .... Portland       | Hofmann, W. J. .... Portland       | Perkins, Julian ..... Roseburg         |
| Hirsch, Max S. .... Portland       | Hirsch, Max S. .... Portland       | Pierce, Walter M. .... La Grande       |
| Hauger, Eric V. .... Portland      | Hauger, Eric V. .... Portland      | Ragsdale, W. H. .... More              |
| Hartwig, Otto R. .... Portland     | Hartwig, Otto R. .... Portland     | Reed, Henry E. .... Portland           |
| Harrab, W. W. .... Pendleton       | Harrab, W. W. .... Pendleton       | Rockey, Dr. A. E. .... Portland        |
| Hudson, C. S. .... Bend            | Hudson, C. S. .... Bend            | Squires, Clamer ..... Portland         |
| Hanley, William ..... Burns        | Hanley, William ..... Burns        | Spencer, Arthur C. .... Portland       |
| Hooper, Marshall. Klamath Falls    | Hooper, Marshall. Klamath Falls    | Seller, Fred M. .... Portland          |
| Hall, E. B. .... Klamath Falls     | Hall, E. B. .... Klamath Falls     | Seelye, L. E. .... Portland            |
| Hawkins, J. M. .... Albany         | Hawkins, J. M. .... Albany         | Simon, Joseph ..... Portland           |
| Hill, A. T. .... La Grande         | Hill, A. T. .... La Grande         | Strong, Robert H. .... Portland        |
| Hratt, George W. .... Enterprise   | Hratt, George W. .... Enterprise   | Strandborg, W. P. .... Portland        |
| Hostetter, J. C. .... The Dalles   | Hostetter, J. C. .... The Dalles   | Spencer, Frank A. .... Portland        |
| Hall, C. C. .... Klamath Falls     | Hall, C. C. .... Klamath Falls     | Strauss, Nathan ..... Portland         |
| Ingalls, G. E. .... Corvallis      | Ingalls, G. E. .... Corvallis      | Smith, Robert E. .... Portland         |
| Jackson, P. L. .... Portland       | Jackson, P. L. .... Portland       | Sabin, George C. .... Grants Pass      |
| Johnson, A. J. .... Corvallis      | Johnson, A. J. .... Corvallis      | Shute, A. C. .... Hillsboro            |
| Jensen, C. S. .... Portland        | Jensen, C. S. .... Portland        | Stetler, L. L. .... Post               |
| Killingworth, W. M. .... Portland  | Killingworth, W. M. .... Portland  | Sawyer, R. M. .... Bend                |
| Klapp, F. C. .... Portland         | Klapp, F. C. .... Portland         | Spencer, O. B. .... Oregon City        |
| Kerr, J. B. .... Portland          | Kerr, J. B. .... Portland          | Stone, B. F. .... Astoria              |
| Kay, Thomas ..... Salem            | Kay, Thomas ..... Salem            | Short, W. B. .... Vancouver            |
| Kreitzer, Dorsey ..... Marshfield  | Kreitzer, Dorsey ..... Marshfield  | Sleeman, E. W. .... Portland           |
| Kuhl, Henry ..... Canyon City      | Kuhl, Henry ..... Canyon City      | Selling, Ben ..... Portland            |
| Kirkpatrick, E. C. .... Dallas     | Kirkpatrick, E. C. .... Dallas     | Sheldon, Ben C. .... Medford           |
| Lorenzart, L. .... Portland        | Lorenzart, L. .... Portland        | Simpson, L. J. .... North Bend         |
| Latourette, M. D. .... Oregon City | Latourette, M. D. .... Oregon City | Stapleton, George W. .... Clatsop      |
| Lea, A. H. .... Salem              | Lea, A. H. .... Salem              | Scholz, Frederick C. .... Portland     |
| Moore, Will ..... Portland         | Moore, Will ..... Portland         | Tetu, A. L. .... Portland              |
| Mills, A. L. .... Portland         | Mills, A. L. .... Portland         | Turner, W. F. .... Portland            |
| Morden, C. A. .... Portland        | Morden, C. A. .... Portland        | Wright, H. C. .... Portland            |
| McKenna, Coe A. .... Portland      | McKenna, Coe A. .... Portland      | VanDuser, H. B. .... Portland          |
| Murphy, Paul C. .... Portland      | Murphy, Paul C. .... Portland      | Vawter, Vernon ..... Medford           |
| Matourette, M. D. .... Oregon City | Matourette, M. D. .... Oregon City | Wood, W. A. .... Gold Beach            |
| McCormick, Hamilton. St. Helens    | McCormick, Hamilton. St. Helens    | Wentworth, H. C. .... Portland         |
| Manfield, George A. .... Prospect  | Manfield, George A. .... Prospect  | Wessinger, Paul ..... Portland         |
| Montgomery, T. J. .... Baker       | Montgomery, T. J. .... Baker       | Wright, Charles F. .... Portland       |
| Merwin, L. E. .... Portland        | Merwin, L. E. .... Portland        | Wilson, J. O. .... Portland            |
| Marsh, Charles ..... Pendleton     | Marsh, Charles ..... Pendleton     | Wheeler, W. E. .... Portland           |
| Miller, F. M. .... Lakeview        | Miller, F. M. .... Lakeview        | Wheeler, J. E. and L. R. .... Portland |
| Mahoney, W. P. .... Heppner        | Mahoney, W. P. .... Heppner        | Woodward, W. P. .... Portland          |
| Morton, E. C. .... Portland        | Morton, E. C. .... Portland        | Whitcomb, W. D. .... Portland          |
| Olcott, Ben W. .... Salem          | Olcott, Ben W. .... Salem          | Wolfe, Adolph S. .... Portland         |
| Neuner, George Jr. .... Salem      | Neuner, George Jr. .... Salem      | Warren, Frank M. .... Portland         |
| Ostenholmer, H. J. .... Portland   | Ostenholmer, H. J. .... Portland   | Whitney, H. A. .... Portland           |
| Olmstead, Emory ..... Portland     | Olmstead, Emory ..... Portland     | Yeon, J. B. .... Portland              |
| Plummer, G. M. .... Portland       | Plummer, G. M. .... Portland       |                                        |
| Price, O. L. .... Portland         | Price, O. L. .... Portland         |                                        |
| Powers, Ira F. .... Portland       | Powers, Ira F. .... Portland       |                                        |