



East Oregonian Round-Up Souvenir Edition

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NORTHWEST OFFERS WONDERFUL OPPORTUNITIES TO THE TOURIST; FIELD HAS THUS FAR BEEN LITTLE DEVELOPED

Possibilities of North Pacific States Outlined to National Editorial Association by Tourist Secretary.

By HERBERT CUTHBERT
(Executive Secretary, Pacific Northwest Tourist Association.)
Ladies and Gentlemen:

You are now and have been for some days past in the Great International Pacific Northwest. You have been officially welcomed by governors, mayors and our leading citizens, and I am quite sure that you are beginning to feel at home. It is very gratifying to me, as chairman of the delegation which invited you in Hot Springs to hold your next convention in the Pacific Northwest, to know that you are here and that you have had the opportunity of seeing for yourselves this new empire of which my colleagues and I spoke to you in Arkansas. We trust that you are not disappointed with your welcome, the hospitality that has been shown to you and the opportunities that have been afforded to learn something of our natural resources, of our possibilities for expansion and development, and that our temperate summer climate has appealed to you as it does to all who visit us.

Latent Wealth Incalculable
I am not going to speak to you for the few minutes at my disposal on the natural resources which are usually the object of investigation and research. In a word or two, though, I may tell you that we have more latent undeveloped, natural wealth than there is in any part of this continent. You know that the four basic forms of all wealth are fisheries, timber, minerals and agriculture. Our fisheries are inexhaustible and include almost every known food fish. Our minerals are in the earliest state of their development and include gold, silver, copper, iron, coal and lead and zinc. There are twelve hundred billion feet of standing timber and the yearly cut is scarcely sufficient to keep pace with nature. We have millions of acres of agricultural land in which the plow has never been used, capable of maintaining a population of at least seven million people, while our fruit lands are as prolific as any on the continent. Last year one county shipped forty million dollars worth

of products, principally fruit, while the cost of the paper in which the individual apples of the northwest are wrapped exceeds five hundred thousand dollars.

Climate Makes Man Efficient
I might also point out that in the Pacific Northwest man power finds its highest efficiency because of our equable climate. A man may work out of doors 365 days in the year and when he is off work he rests perfectly, and is thus able to use every ounce of energy he possesses. This combination of raw material and efficient labor assures a big industrial future.

Tourist Travel a Great Industry
There is one natural resource, however, which has been very badly neglected. America as a nation has failed to grasp the significance and value of the tourist industry, for it is an industry, and like all other, is dependent upon raw material, capital and labor, for its development. An industry is much more valuable to a community, if you do not have to send away for the raw material, because all the wealth created by its develop-

ment remains in the country. Every cent spent in England alone two million dollars a year; in France and Switzerland, four hundred million dollars, and in our own country tourists spent in Maine forty millions, in Florida forty millions, in New England States one hundred millions, while in Cuba it was second only to the tobacco industry, and in Colorado it ranked next to mining and agriculture. In California, from the information supplied to me by the United States Bureau of Statistics, it was estimated that during the season it was worth one million dollars per day. Therefore, the economic value of our waste places, if calculated upon the amount of money American tourists spend annually, is over a billion dollars a year. So far America as a nation has given no thought to this industry and has not done anything even to make the people acquainted with the magnificent scenery that is to be found all around them.

Tourist Attractions are Unsurpassed
This raw material is of a nature which cannot be used for anything else. It consists of the waste places of nature. You have had the opportunity of crossing the continent thru what has virtually been called a sea of mountains. You have seen our inland waters, our lakes and bays, our undulating landscapes, and have visited our two great national parks, Crater Lake and Rainier. These are samples of our raw material which forms the basis of the tourist industry and which, from an economic standpoint, are waste places in nature. Yet I venture to say that if the same attention were paid to the development of this industry that has been paid to others, it would prove to be our biggest economic asset.

Billion a Year in Tourist Traffic
The value of tourist travel is stupendous and is hardly conceivable to the mind of a man who has given it no thought. Before the war Ameri-

cans spent in England alone two million dollars a year; in France and Switzerland, four hundred million dollars, and in our own country tourists spent in Maine forty millions, in Florida forty millions, in New England States one hundred millions, while in Cuba it was second only to the tobacco industry, and in Colorado it ranked next to mining and agriculture. In California, from the information supplied to me by the United States Bureau of Statistics, it was estimated that during the season it was worth one million dollars per day. Therefore, the economic value of our waste places, if calculated upon the amount of money American tourists spend annually, is over a billion dollars a year. So far America as a nation has given no thought to this industry and has not done anything even to make the people acquainted with the magnificent scenery that is to be found all around them.

Inform Americans of Their Country
I am speaking to educators of the nation, to the men who form and mould public opinion and I hope that

the one biggest thing which will result from your visit to Oregon, Washington and British Columbia, will be that you take home with you a determination to educate and inform the people of this country of the wonderful, magnificent and incomparable scenery it possesses, and of the fact that in all Europe, nor in any other part of the world, there is no such scenery nor greater opportunities for pleasure and recreation than can be found in their own home land.

I have met many Americans in England and it was appalling to realize how much more they knew of the showplaces of Europe than they did of those of their own country. It was this fact that led to the use for the first time of the expression, "See America First."

The principal point I wish to make in this address is that by education, propaganda and advertising the people of this country should be informed of their wonderful heritage in the marvelous works of nature, and that they are of great economic value.

Parks
This leads me to discuss the second point of my address—how can we compete with Europe for tourist travel in the future.

In the first place Congress should be impressed with the importance of keeping at home the money that is annually spent in Europe, especially in view of the fact that a great many more people will be attracted there in the future on account of the interest they naturally have in the battlefields of France. Congress should be asked, as the very least it can do, to double or treble the appropriations it now makes for the development of its national parks system. Much has been done through the admirable administration of this department of the government during the past few years to bring Americans to the realization of some of their scenic wonders, but there has been a woeful lack of money with which to do anything upon a scale that is warranted by their value to the nation. One reason is that the exploitation of the national parks has not been looked upon as a business proposition. I have missed my point

entirely if I have not demonstrated that it is a vital business proposition to keep hundreds of millions of dollars in this country which would otherwise go out of it, and that the development and exploitation of our national parks will go a long way in accomplishing this object.

America's Beauties Should be Taught

Every young man ought to be taught that America is not only a great nation commercially and industrially, but it is a beautiful and lovely land, that the scenic wonders he has read about in Switzerland, in France, Germany and other parts of Europe are all surpassed by those of his own country. The curriculum of every public school should include instruction on the physical features of the country, and especially of the national parks, monuments and forest reserves. Every student should be taught these things so that he may know that there is no country quite so beautiful and attractive as his own. The youth of this land should leave school with an ardent desire to travel through America at the very first opportunity in preference to any other country.

Then again, I believe that every family should take a pride in having visited the show places of this continent so that they will be able to speak intelligently of their own land and to realize that Europe does not possess anything superior to what they have at home.

What I have said in reference to Congress and the instruction in the public school applies equally to the Parliament and public schools of Canada.

Improve Travel Facilities

Another means by which we may compete with Europe is in having our railway become even more luxurious than ever in their facilities for travel. The meals served on the dining cars should be as good as any served in hotels and the excursion rates should be made as low as possible; in other words, there should be more induc-



A Hard Fight in the Bulldogging Contest.



Some Times They Fall Backwards.

(Continued on Page 15.)

That We May Serve You Better

We are importing high grade registered breeding cattle to build up the quality of this county's livestock for the benefit of you, the consumer.

Since March 1, 1917

We have distributed among the livestock producers contributing to our plant over \$25,000.00 worth of high grade registered breeding cattle.

Get the Benefit by Asking for

PENDLETON MEAT COMPANY

Bunch Grass Beef

Our Mutton, Pork and Fine Sausages are sold on their merit.



OUR PORK SPECIALTIES:

PEMECO BRAND

Hams
Bacon
Lard

It's the Flavor

LIBERTY BRAND

Hams and Bacon



WE ARE located right in the heart of the livestock industry of Eastern Oregon. Our stock for market is brought direct from the range and fields, slaughtered and packed in a modern, sanitary concrete plant—not shipped here under varying conditions from cold storage plants. Everything protected and handled in a perfect manner as shown by the inspectors' published report. Every dollar you spend out of town for products that can be purchased here, is bid good-bye. You get better meats for less money and your dollar stays home where it works for you and can come back to you, when you buy our products. Spend it at home, where its value stays with you and helps to build up your interests.

The Pendleton Meat Co.

"PEMECO"

WHOLESALE PACKERS

"LIBERTY"