

The Exposition Means Immediate State Development

YOU ARE ASKED to vote November 7 on a constitutional amendment authorizing the city of Portland to levy within the city a tax of one million dollars a year for three years to finance the proposed 1927 Exposition.

There is evidence that plans and purposes of the 1927 Exposition are not fully understood and this message is being published to give a more complete understanding and to gain state-wide approval of the Exposition plans.

¶ It should first of all be made plain that the proposed three million dollar tax to be levied in Portland is contingent upon the raising of a fund of one million dollars by private subscription — the men who are pioneering the building of the Exposition showing their own faith in a material way.

¶ The one purpose of the Exposition is the development of Oregon and Oregon resources.

¶ Oregon, twice the size of the state of New York and one of the richest sections of the world in natural resources, has less than a million population instead of the four or five millions which the state can easily support and which in turn would contribute to the support of the state.

¶ Oregon has fewer people than the city of Los Angeles.

¶ Oregon has only eight people to the square mile. California has 22 and Washington 20.

¶ Oregon is burdened with taxes and the one sure relief to the individual taxpayer is more people to develop more wealth to share the tax burden.

¶ Vast areas of Oregon soil, as fertile as the world contains, are untouched by the plow because the people of the world do not know of their fertility and opportunity.

¶ But these are facts we all know.

¶ We are all agreed as to the need of development in Oregon; now let us see what the 1927 Exposition can mean in bringing about that development:

¶ It is proposed that the 1927 Exposition shall be the central feature of a ten-year development plan for the state.

¶ The first essential of this plan is that the people of the East who can better their own conditions by coming to Oregon be made to know what Oregon can offer.

¶ It is planned, if the Exposition measure is approved at the polls, to begin, not later than 1924, a campaign of advertising which shall cover all the rich states to the east of us. This advertising is to appeal to farmers, stockmen, orchardists, manufacturers and tourists, telling each of these classes of the opportunities which Oregon offers them and inviting them to come and see for themselves. All this advertising will lead up to the 1927 Exposition, but it will be intended to attract not alone sight-seers but settlers and investors even before the Exposition.

¶ It is planned also to continue this development programme after the Exposition is ended and until 1934.

¶ It is proposed that the Exposition shall strongly feature the products and resources of Oregon, so that visitors will become interested in the state as a place for them to live and prosper.

¶ Each section of the state will be given an opportunity to benefit both by the preliminary advertising and by the Exposition itself.

¶ Railways will be asked to sell excursion tickets to the Exposition, which shall give the holders without extra cost a trip to other sections of the state which they may desire to visit.

¶ Each county in the state will be invited to participate in a carefully worked-out plan to direct attention to and create interest in all sections of the state.

¶ Those who sponsor the Exposition believe that these plans will insure a speedy and definite development of Oregon's vast resources by bringing together the entire energies of the state and by focusing attention upon the state.

¶ The welfare of every man, woman and child in Oregon is directly connected with state development. Adequate state development means increased prosperity, a better social condition, better markets, more comforts and conveniences, with reduced taxation.

¶ In the present condition of the United States and of the world at large, Oregon's state development will not come speedily unless well thought-out and aggressive plans are put into execution.

¶ The 1927 Exposition — as the concentration point of a ten-year development plan — is a definite, tangible movement for state-wide progress, and on this basis you can confidently give your approval to the Exposition measures to be voted on at the polls November 7.

Why the Exposition Has Been Set Forward From 1925 to 1927

The change of date from 1925 to 1927 has been made because it has been found impossible to build an adequate Exposition and to co-ordinate all its features in a general plan for Oregon's development in the little more than two years between now and 1925.

1927 Exposition Committee

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