



OREGON WILL PLAY HOST to the world at its Centennial Exposition and International Trade Fair which opens for 100 days on June 10 in Portland. Shown above is an aerial view of the exposition grounds. In the foreground is the 11-acre exposition building. To the left is Adventureland, Oregon's answer to Disneyland. At-

tractions there will include an Indian village, a frontier town peopled with counterparts of famous characters of the Old West and an atomic display. The exposition site embraces 65 acres as well as 100 additional acres to be used as parking areas. Centennial officials expect at least 7,000,000 visitors.

cess has been the Iron Fireman Company of Portland, the growth of which through the years has been spectacular.

#### Many Products Made

A late issue of the Oregon Manufacturers' Directory issued by the Oregon Development Commission lists 1800 Oregon firms and companies turning out Oregon products. The list starts with "enameling" and ends with a ladder factory. It seems to include almost everything one can think of; the variety is impressive, but the great majority of the factories are small. Not to cite too space-filling a list, there is included here one product of those listed under each letter of the alphabetical index except Q and Z. Following is that alphabetically selected list, Agricultural machinery, beet sugar, canned sea food, dental equipment and supplies, electrical equipment and products, furniture and fittings, games and toys, house furnishings, industrial trucks, tractors and trailers, jewelry, knit underwear, leather and linen goods, machinery accessories and machinists' precision tools, nonferrous foundries, oil burners, paper and paperboard mills, refrigerators, sawmills and planing mills, tractors and truck trailers, umbrellas, parasols and canes, veneer mills, woodworking machinery, X-ray and therapeutic apparatus, yarn mills.

This will give the start of an idea of the wide variety of articles manufactured in Oregon.

Opportunities for the continued growth of Oregon manufacturing are seen in the fields of chemicals, ammonia-based fertilizers, paint pigments from native low-grade iron deposits, a wide variety of textiles (such as industrial felt and synthetic fabrics), men's and children's hosiery, work clothes, leather specialties, outdoor boots and shoes, aircraft parts, various types of machinery for electronic products, supplies for food-processing and for electronic and pulp and paper industries. While development of some of these may be far in the future, the opportunities are believed to be here.

#### Feeders of City

Sherman County Journal, Moro: "Rural areas including small towns provide in Oregon as elsewhere the solid mental and emotional background to keep the state on an even keel unless overpowered by the growth of cities. They are rich in tradition, rich in character, and in Oregon even rich in money."

## Oregon Factories Expand

Wages, Salaries Mount Toward Billion; Increase Tenfold in Quarter Century; Working Force Trebled

The manufacturing industries are Oregon's top employer of labor and are also at the top in value of product.

The value of manufacturing to the Oregon economy is demonstrated by figures showing the average monthly employment roll in that field to be 136,000 in 1958. The total labor force in the state in that year was 693,600, of whom 53,000 were unemployed.

While agriculture is basic, the status of lumbering as the top industry of Oregon gives to manufacturing the top spot in the economy of this state. The forest resource has been important from pioneer days.

Latest figures available show the value added to raw material in manufacturing at \$1,145,000,000 in 1956. Wages and salaries paid amounted to \$663,000,000. The failure, thus far, to build up enough manufacturing outside the lumber industry has been hampering prosperity and growth. Too much of the state's raw materials have been sent east for processing and then brought back here in finished form for marketing, after paying the freight both ways. The situation is damaged by the distance from the heaviest centers of population and by the high expense of transporting the product. This situation cannot by any magic be brought to anything like a sudden ending; but the prospect that Oregon will process an increasing percentage of its own raw products brightens as time goes on.

#### New Industries Springing Up

Processing industries new to Oregon have been springing up. Some formerly little-known

products have been coming from Oregon's mineral-bearing centers as raw material yet to be prepared for human use. Markets for the farmer have been developed to a surprising degree in the last few years by various types of food-processing. Eastern Oregon has become a heavy producer of sugar from the beets grown on thousands of acres in that area. Canning of fruits and vegetables has become a major industry in many Oregon towns, and in later years these plants have added units for freezing. These various preservative processes were unknown to Oregon's early inhabitants, and their development has come on with a rush. This has taken care not only of the home market but of constantly widening distant markets, yielding the farmer and the horticulturist highly profitable cash crops. Nearly every one of Oregon's smaller cities is the home of at least one of these food-preserving plants.

Manufacturing in Oregon has increased nearly fourfold since 1935 in number of establishments — 1710 in that year as against more than 6,000 now; nearly threefold in number of employees — 57,000 in 1935 and close to 150,000 now; tenfold in salaries and wages — \$63,000,000 in 1935 as compared with approximately \$663,000,000 now. (The valuation increase, however, must be attributed in part to the heavy deflation of the dollar in that period.)

Those 1710 plants in 1935 hired 51,000 production workers; twenty years later the number had grown to nearly three times that figure.

C. H. Gram, former state labor

commissioner, in an article published nearly 35 years ago gave an optimistic but accurate estimate of Oregon's manufacturing resources. His general implied forecast is being fulfilled.

"Endowed," he said, "with unmatched natural resources, an almost unlimited supply and variety of raw materials, much water power, yet unharnessed, and with rail and water transportation facilities affording outlets for her products to the markets of the world, Oregon occupies a unique position among her sister states with respect to the possibilities of industrial development . . . ."

"Oregon ranks second among the states in lumber production" (now in first place) "and first as a tim-

ber-bearing state . . . . With judicious conservation timber will continue indefinitely to be a leading factor of the state's industrial wealth.

"Oregon offers rare opportunity for cheap power development for manufacturing purposes."

Gram directed attention to the state's railroad and harbor facilities, its developing mineral wealth as other factors in its prospective industrial development, then in its infancy.

This article was published in "Manufacturers and Products of Oregon," published in 1925 by the firm.

A comparison of the 1935 manufacturing figures with the 60 per cent growth of Oregon's population since 1940, when the figure was 1,089,684, indicates that industry has been outrunning population in that period.

An instance of an Oregon corporation turning out a metal product with a remarkable degree of suc-

A 30-year-young food industry....

**BLUE BELL**

Potato Chips

salutes its 100-year-young home state!

OREGON CENTENNIAL EXPOSITION AND INTERNATIONAL TRADE FAIR  
JUNE 10 - SEPTEMBER 17, 1959  
PORTLAND, OREGON

It was a century ago that the Territory of Oregon became a State. And in the hundred years since, Oregon has progressed and developed into one of the Union's greatest, with very likely the brightest future of all.

It was in 1929 that the Blue Bell Potato Chip Company started humbly in Portland. Today the firm employs almost 150 of your fellow Oregonians, and distributes its complete line of potato chips and snack items over all of Oregon and in four other states. It is still Oregon's only completely home-owned potato chip plant.

It's been a real pleasure to grow with Oregon. Here's to the next 100 years for us all!

This is Blue Bell Potato Chips' 3-year-old \$600,000 home in north Portland.

Minnie the Mermaid says:

For Play or Relaxation

Visit the 20 MIRACLE MILES of Oregon Beaches on Highway 101 — Otis to Depoe Bay

Sun-kissed beaches  
Fresh water sports

Surf Fishing — Deep Sea Fishing — Rock Fishing

Two fresh water fishing streams

Bowling — Golf — Square Dancing

Agate Beds — Swimming Pools

"There's fun for everyone in the 20 Miracle Miles"

For further information write Oregon Coast Ad Club, Inc.

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