

Eighteen Acres Are Designated for Adventureland at Oregon Centennial

Portland—Eighteen acres of exposition wonderland will rise adjacent to the present Pacific International Exposition building in Portland next year and become one of the key areas of the 65-acre Oregon Centennial Exposition and International Trade Fair which opens June 10, 1939.

Patterned after the Disney-land format of area exhibits, the outdoor "adventureland," as it is called by centennial planners, will contain nearly 50 separate buildings to be constructed early next year in an area which is presently mostly brushland immediately southeast of the PI building.

Layout of the 18-acre centennial exposition section was released by the centennial commission recently. Plan, layout and design of the area

was done by centennial production director Mel Melvyn. Over-all planning will be supervised by centennial architects Stewart and Richardson.

Key Feature
Key feature of the entire adventureland section will be a 3/4-mile railroad which will wind in and about the whole area and provide an excellent view of all exhibits. The railroad will be built and operated by the Portland Zoological Society, with revenues therefrom earmarked to help build a mile long extension into Washington park of the present Portland zoo railroad.

The fantasy train which will operate during the 100-day centennial exposition, along with the track on which it will run, will be moved to Washington park by the Zoological group following close of the centennial next year and will become a permanent, second train operating over the zoo railroad line.

Within the adventureland area will be full scale reproductions of a mining town, frontier town, Wells Fargo depot, Indian village, early pioneer dwelling, logging camp, boom town, atomic energy and power building, children's zoo, Lewis and Clark village and other buildings.

International Garden
Also within the adventureland area will be the 5 1/2-acre international garden of tomorrow, featuring plants and flowers from every nation of the world. Present plans call for moving the garden to a permanent location as an annual tourist attraction following close of the centennial exposition.

Main entrance of the 18-acre adventureland area will be through an authentic reproduction of the main entrance to historical Fort Clatsop.

There will be no additional charge for admission to centennial adventureland. Main

gate admission will entitle centennial visitors to see all the adventureland exhibits except the children's zoo, all the exhibits in the main 11-acre exposition building, the large gateway, railroad spur track exhibits south of the main building, and fish and game exhibits west of the main building.

Cost of Construction
Cost of construction for the buildings in adventureland will be borne by the exhibitors and concessionaires taking space in it. Although design and construction will be supervised by the centennial commission to maintain overall continuity and beauty of design, exhibitors will pay for the cost of new construction in the adventureland area in proportion to the space they occupy.

Cost breakdown on exhibit space in each of the "town" areas is being compiled, exhibition managing director Floyd Maxwell reported, and will be ready for interested exhibitors and concessionaires soon.

Shown in the centennial exposition adventureland layout are the following:
Mining town: With a replica of a soft drink "nugget bar"; an assay office for sale of stone and mineral souvenirs; commercial mining machinery exhibit; and an old time restaurant concession.

Frontier town: Consists of an old harness shop selling leather goods and demonstrating saddle making; feed store for commercial exhibit of feed and seed companies; frontier hotel with a restaurant and gay nineties stage shows; a jailhouse for exhibit of historical law enforcement displays; and exhibit of covered wagons scheduled to participate in the junior chamber of commerce sponsored 100-day trek over the old Oregon trail starting from Missouri next April.

Chuck wagon restaurant: Features western food in frontier atmosphere, including sawdust on floor.

Western toyland: Concession for sale of cowboy and western toys.

Wells Fargo depot: Concession ride on stage coach; includes horse corral.

Riding ring: For children 10 to 16 years; includes stables made for youngsters to go through to see how horses are groomed and cared for.

Indian village: Teepees and real Indians, Indian dances. Sale of Indian souvenir items.

Frontier dwelling: Replica of early Oregon home. To contain historical display of household items.

Logging camp: Actual operating sawmill of 19th century. Once a day a log hauled from storage pile by six oxen will be cut into small pieces suitably stamped as souvenirs. Sponsored by lumber industry. A loggers bunkhouse and mess hall will adjoin the mill; visitors may actually purchase a logging camp dinner at the mess hall.

Boom town: Replica of kind of town which sprang up in wilderness in Oregon to accommodate logging workers. To include a general store, bank and soft drink saloon.

Stump town: Rest area among huge stumps; novelty wood concessions.

Atomic energy and power building: To include U.S. atomic energy commission display and industrial displays of power, electronics and electricity.

Children's zoo: Domestic animals in "bedtime story" settings, such as the "Three Little Pigs" in their respective houses, Brer Rabbit in his home, ducks, geese, cows.

Lewis and Clark village: Authentic reproduction of first Lewis and Clark encampment during winter of 1805-1806 near Astoria. Will contain historical items display.

Paper and paper products building: Commercial exhibits of paper industry.

Lumber and wood products building: Commercial displays from lumber industry.

Other areas not included in adventureland but part of the over-all 65-acre centennial exposition are: Gateway, railroad exhibits brought in on spur tracks; Portland Gas and Coke company "Eternal Flame" tower and building; avenue of flags; fish and game exhibits; aqua center along Columbia river fork; and main 11 acre centennial exposition building to include international trade fair and all other commercial exhibits.

Oregon's Centennial Exposition and International Trade Fair is expected to attract millions during 100-day run June 10 to Sept. 17, 1939.

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BIG DECISION—Ronnie Figueira, of Angels Camp, Calif., tries to make a selection of a Jumping Frog to carry his colors in the International Frog Olympics at the Calaveras County Fair, May 15 through 18. More than 500 entries are expected for the internationally famous frog jump.

Timber Industries Spend \$56 Million For Management

Washington, D.C.—To meet the growing timber demands of a growing nation, wood-using industries of the United States are spending \$56,875,000 a year in management of commercial timberlands owned by themselves and their neighbors.

American Forest Products Industries, which conducted a nationwide survey of forest management on industry lands, said lumber, pulp-paper, plywood and other industries now spend \$14,300,

000 a year on forest fire protection, \$1,750,000 on insect and disease control, \$38,725,000 on general management practices, and \$2,100,000 on forestry research.

AFPI said the survey showed 92 per cent of timberlands owned by the wood-using industries is under permanent management for future timber crops. In several instances, companies have projected planned timber harvests well into the next century.

Sound Management

"The results of the survey show the intensity of sound forest management being practiced on industry-owned lands in all parts of the country," James C. McClellan, AFPI chief forester, said.

"They indicate, too, that this type of forest management is spreading to the small woodlot owner through the industry-operated Tree Farm program, by means of which thousands of farmers and others are being encouraged to grow trees as a crop."

Of the 3,100 technical foresters employed by land-owning forest industries, 475 are assigned to assist farmers and other owners of small woodlots, AFPI said. Some 4,000 other foresters, however, are engaged in forest management of private lands throughout the country.

Land-owning forest industries, in addition to their technical foresters, employ more than 10,500 other workers in various phases of forest management.

Depend on Farmers

"Wood-using industries always will depend upon the farmers and other small landowners for a greater portion of their raw material," AFPI noted. "Therefore, it is easy to see why they are doing something to help these landowners establish their woodlots on a sound footing."

Pulp and paper companies, for instance, obtain only 24.3 per cent, and lumber companies only 42.4 per cent, of their timber requirements from lands owned by forest industries.

The AFPI survey covered 448 companies, including 280 lumber and plywood companies, 121 pulp and paper companies, 16 integrated mills, and 31 other companies.

CJ Tree Farmer Is Featured In Article

Portland — A Conservation-minded tree farmer in Illinois valley who couldn't see the hardwoods on his "farm" wasted, has developed a charcoal business which is now supplying outlets in southern Oregon and northern California and is expanding its facilities to serve an even larger market.

The story is told in the May issue of The Timberman, forestry - logging journal published by Miller Freeman Publications. The article was written by Mrs. Robert Bottel, Cave Junction correspondent for the Grants Pass Courier, Medford Mail Tribune and The Oregonian. Her column, "Grin and Bear 'Em", which appears in the Courier, recently was purchased by King Syndicate. Mrs. Bottel was also the first place winner in the Willamette Valley Logging Conference news story contest.

The Timberman article tells how E. W. Morris in a short 5 years developed a charcoal producing business which employs four men providing hardwood logs for his two kilns, and sells his trademarked "Jiggs" charcoal to numerous restaurants and stores.

PSYCHOLOGIST DIES

Princeton, N.J. — Dr. Samuel P. Hayes, 83 psychologist for the blind, died Wednesday after a long illness. Hayes was the author of many articles on blindness and published one book on psychology and blindness. He also adapted the Stanford-Binet test as an intelligence test for the blind.

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