

Opening Date for Centennial Exposition Year Away; Plans Reported Progressing

Portland — Oregon is mobilizing for the greatest invasion in its history!

Opening day of the Oregon Centennial Exposition and International Trade Fair is about one year away. On June 10, 1959, the 65-acre, 100 day exposition will open its gates to an expected attendance of 8 million persons, largest attendance ever anticipated at any event held west of the Mississippi river with the exception of the 1939 San Francisco World's Fair.

What is more, the 100th anniversary of Oregon's birth, Feb. 14, 1859, is just eight months off.

Report on Preparations
Here is a report on what Oregon is doing to prepare for the greatest tourist year in its lifetime.

Nerve center of centennial planning is the office of the Oregon Centennial commission and staff in downtown Portland's Jackson Tower. This is the headquarters for the nine member, non-paid centennial commission appointed by the governor. Here also, the rapidly increasing responsibilities of planning the biggest celebration in the United States during 1959 necessitated expansion of the staff to a present total of 16 persons.

The commission has divided its responsibilities into two major phases: planning and directing the centennial expo-

sition and international trade fair; and assisting local communities throughout Oregon in planning special events and tie-in efforts.

In High Gear

Exposition planning is in high gear, report Commission Chairman Anthony Brandthaler and Exposition Managing Director Floyd Maxwell.

To date 42 firms have indicated their intention to exhibit either in the 11-acre main exposition building or in the adjoining 54 acres of exposition grounds. Sale of space to the 42 firms represents approximately \$105,000 of income. Total exhibit space is now about 10 per cent committed.

Exhibits Director Ray Smith expressed satisfaction with progress of space sales, and especially with elaborate plans of exhibitors for animated and extensive displays within their space. Smith said exhibits at the exposition would far exceed in quantity and expense anything ever seen in the Pacific Northwest.

Exhibitors Contacted
Smith said all major potential exhibitors are being contacted as soon as possible, but urged those interested to contact the centennial offices immediately for space reservations.

Several large exhibitors have revealed planning for complete new buildings to be built on exposition grounds.

Portland Gas and Coke company will build a \$35,000 building and an 80-foot eternal flame tower. The lumber industry has had several committee meetings and even an architectural plan for a dramatic, permanent 2,200 square foot building. Other firms and associations are contemplating special buildings but do not wish publicity until plans are firm.

Probably the most dramatic of exposition attractions will be the international trade fair, which opens at the heart of the exposition grounds June 10, 1959, as over-all exposition. Here already 23 nations have reserved space in what has been termed by the U. S. department of commerce as the second most important international trade fair ever held in the U. S. (First was in Chicago in 1950.)

Centennial officials predict this feature alone will result in putting Oregon in the international spotlight more than has ever been accomplished in all of the past 100 years. A total of 35 nations is expected to exhibit when all space has been contracted.

A special 18-acre area has been set aside for "adventureland" adjacent to the main exposition building. Here will be a frontier town, Indian village, Lewis and Clark Village, and boom town where special buildings will be erected and actual stores and services will operate, in the tradition of Disneyland. A mile long railroad, a pony express ride, stagecoach ride and actual operating lumber mill will be featured.

Remodeling Underway
Work on remodeling the existing Pacific International Exposition building for use as the main centennial building is already underway. The new 11-acre roof is 90 per cent complete, the new electrical wiring to provide load centers for exhibitors' use is started, and new floors are being laid in the west end of the building.

By July Multnomah county crews are slated to begin the \$110,000 job of providing two new, wide roads through the old Vanport area to exposition grounds. By fall work will be completed on grading for "adventureland" and the gateway. Then, prior to the fair opening next June sidewalk walks will be paved in the outside area and a new fence built completely around exposition grounds.

Most of the interior work on the main building will be done by November, report Centennial Production director Mel Melvyn and Grounds Director Walter Holt.

All New Buildings
In "adventureland" all new buildings will be built in the spring of 1959.

Total exposition and international trade fair budget is \$5 million, of which \$3 million

is expected from admissions, \$1,100,000 from the sale of exhibit space, and the balance from concessions.

Phase two of the centennial celebrations is proceeding well throughout Oregon, Jack Lively, commissioner member from Springfield and liaison for state-wide activities, advises. State Coordinator Ted Hallock reports organizational meetings have been held in all of Oregon's 36 counties resulting in 27 county chairmen appointed to date and 120 city chairmen out of a total of 214 Oregon cities. It is expected that all city and county chairmen will be appointed by the end of June.

Financing Events
The centennial commission announces that to finance community centennial events, fully half of Oregon's counties have already received appropriations from county courts, chambers of commerce, private firms and other sources. It is estimated that total local community pledges for centennial participation has now reached the \$250,000 mark, with a total goal of somewhere between \$1 million and \$3 million by the end of this year.

The commission said local funds will be spent by the local communities in two ways: To finance special local events and activities as commemorative activities or as tourist attractions; and to build and operate exhibits for the individual counties at the centennial exposition in Portland in space being provided without charge by the centennial commission.

Centennial committee workers throughout Oregon already number in the thousands and will reach the tens of thousands soon. Activities planned in the cities and counties range from special school emphasis on Oregon history and geography to construction of roadside visitor information booths.

Activities Planned
Here are some of the local activities in various stages of planning by local committees, many of which were reported at a meeting in June of the centennial state-wide advisory committee held in the office of Gov. Robert Holmes in Salem: Construction of a monument to Oregon's first school teacher, Solomon Selias Smith, in Clatsop county; presentation of special citations to ocean going ships as they enter the Columbia river; charter boats for tourists; reconstruction of Oregon's first post office in Astoria and issuance of Oregon's centennial stamp; bus tours from the exposition through Clackamas, Washington and Yamhill counties; pamphlets on local history for distribution to schools, organizations and merchants; sale of wooden nickles as souvenirs by merchants of Washington county.

At recent local meetings of the area committees through-

out the state these further suggestions were made: Paint-up, clean-up campaigns; huge hillside picture in growing flowers and shrubs depicting historical scene; reconstruction of a store and a home of 100 years ago; planting vacant lots in flowers by women's clubs in La Grande; special Indian pageants in Wasco, Hood and Gilliam counties; opening old ghost towns and old mine shafts as tourist attractions in Baker and Union counties; staging guided tours of fossil beds in Grant and Morrow counties; staging a pageant in southern Oregon's historic Jacksonville; having a Baltimore colony festival in Coos and Curry counties; building an Indian village in Lane county.

Attract Tourists
The centennial commission emphasizes that the purpose of most of these local attractions, which will be administered by non-profit corporations being set up in most counties, will be primarily to attract each area's share of the record-breaking tourist influx.

Simultaneously special interest committees with a total of nearly 500 volunteer members have been formed to cover all possible activities in the following fields: Fine arts, elementary and secondary education, colleges and universities, and churches, all coordinated by centennial commissioner Mrs. Monroe Sweetland, Milwaukie; history, art and design and decoration, coordinated by commissioner Thomas Vaughan, Portland; television, sports activities, speakers bureau and promotion, coordinated by commissioner C. Howard Lane, Portland; agriculture, coordinated by commissioner Thomas Sandoz, Astoria; labor, coordinated by Bruce Bishop, com-

missioner, Portland. Special projects, exhibits and finance are all being coordinated by Commissioner Glenn Jackson, Medford.

Special project committees have been formed in the fields of retail trade, tourist promotion and international trade.

Elect Chairman
Most of these committees have elected a chairman, had several meetings and are proceeding with hundreds of special projects.

Special efforts to feature prominently Oregon's great outdoor and wildlife resources in centennial planning and specifically at the Centennial exposition, are being coordinated by well known Northwest outdoor expert and staff member of the centennial Major H. C. Tobin, rtd.

D. Donald Lonie Jr., publicity director for the centennial, reports that already underway is the beginning of the intensified tourist promotional push ever originated in the Pacific Northwest.

Newspapers Releases
World-wide newspaper releases, including stories translated into foreign languages, will carry word on the centennial to every nation of the world. Nation-wide publicity in newspapers, on radio and television is planned. Magazine articles, promotion tie-ins with airlines, buslines, railroads, automobile associations, and travel agencies, origination of several network television shows from Oregon next year, staging of special stunts in major cities, and hundreds of publicity projects are already initiated. A special television film will be produced for nation-wide showing.

Also planned, says Lonie, are drop-ins for national advertisers, bill stuffers for na-

tion mailings by Oregon firms, and a major paid advertising campaign in national media. Already tens of thousands of folders, tent cards and pocket cards have been distributed at national conventions through the help of Oregon delegates to these conventions.

State-wide Campaign
A state-wide campaign through newspaper, radio, tel-

evision and outdoor boards is underway to alert local citizens to ways they can prepare now for the "company" which is coming.

Lastly, a special feature of the centennial exposition will be the international garden of tomorrow, a 5½-acre landscaped garden situated in the heart of the exposition grounds and consisting of plant material and rare and

unusual plants, flowers and shrubs from every nation of the world.

Liaison Commissioner Morrie Sharp reports that people all over the world have shown tremendous interest in this centennial project. He predicts that the attention Oregon will receive from this project alone will run into publicity value in the millions of dol-

lars.

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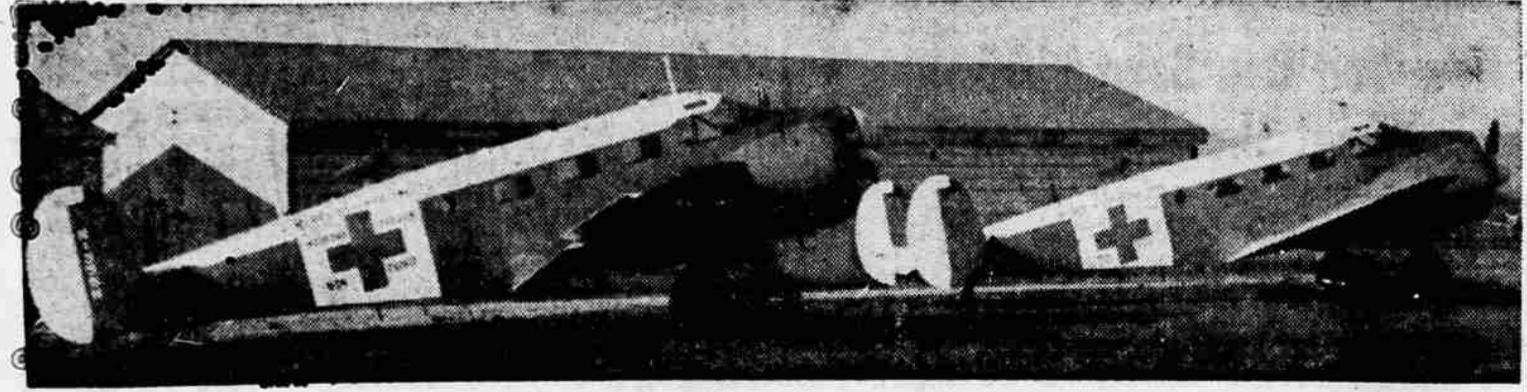
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