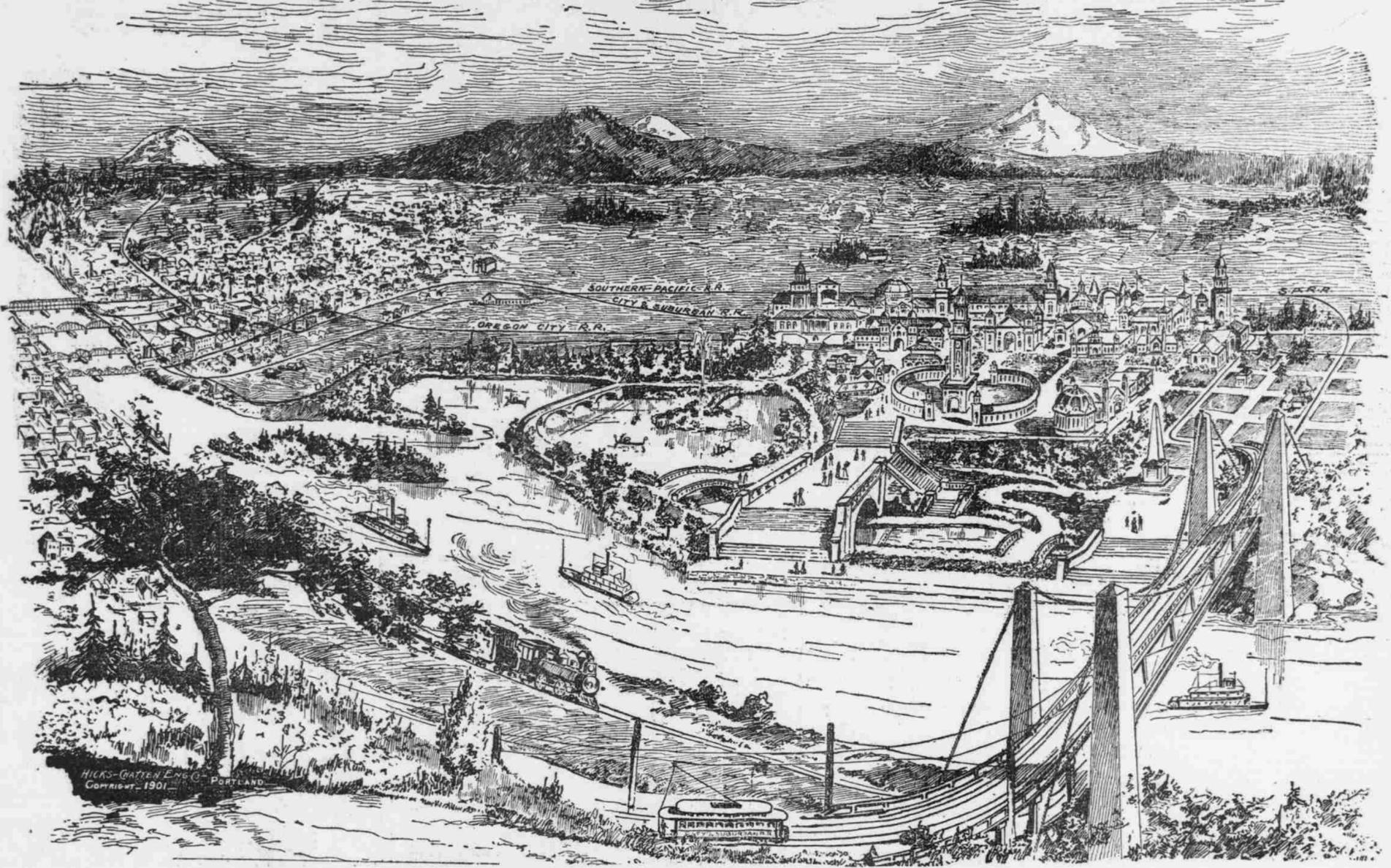


"WHERE ROLLS THE OREGON."

LEWIS AND CLARK CENTENNIAL AND AMERICAN PACIFIC EXPOSITION



Site of the Exposition—City View Park Tract, Adjoining Sellwood.

A Park for the City

Proposition of the Sellwood Sub-Board of Trade to the People of Portland and the Northwest—City View Park Tract—Its Location and Its Advantages for Park Purposes.

It seems to be the custom, in the United States at least, to make the great expositions commemorative of some important historical event in our history. The first of any considerable importance in the United States was the Centennial Exposition at Philadelphia in 1876, celebrating the anniversary of one of the greatest events in our history. Then came the Columbian Exhibition at Chicago in 1893 in commemoration of the discovery by Columbus of this continent 400 years before. There have been other lesser exhibitions celebrating less important events in our history. And now we are to have an exposition at Portland, the metropolis of the great Northwest, celebrating the one hundredth anniversary of the visit of the Lewis and Clark expedition to this territory, which helped to bring about its acquisition by the United States. This acquisition was of immense importance not only to the territory acquired, but to the whole Nation, and the circumstances leading up to it should be celebrated appropriately. The coming of those brave explorers was one of those circumstances—the most important one, perhaps—and every citizen of Oregon and Washington, at least, should feel an interest in celebrating it as it should be celebrated. This, for many reasons, can best be done in the way of an exposition in which not only every state of our union, but other nations, to some extent, shall participate. Of course, the prime object of all the expositions in our own country has been to call the attention of the whole civilized world to the vastness and variety of our natural resources, and the superiority of our machinery and other articles of manufacture. How well this has been done and how well it has succeeded in bringing about the desired result, the enormous increase in our export trade in recent years abundantly shows. To show to the world, and especially to the other sections of our own country, the great resources of the Northwest, and to induce capitalists to come here and aid in developing those resources, is the one supreme object of the Lewis and Clark Centennial.

The Location.

One of the first, and also one of the most essential things to be considered in the inauguration of a great exposition is the location or site, and on the selection thereof the success of the undertaking may largely depend. It is very desirable that a good impression be made on all visitors to the fair, for a failure to do this would mean a failure of the object for which, to a large extent, the fair is to be undertaken. Visitors must go away feeling that they have been well repaid for coming; that they have learned much that they could have learned nowhere else. They must obviously be given every opportunity for learning of the advantages to be gained from investments here in mining and other industries, the abundance and superior qual-

ity of our fruit, and the profits to be derived from farming and stockraising, if properly conducted. But to the grandeur and beauty of our scenery their attention need not be particularly directed. They will see and admire it for themselves, and as many of them—probably a large majority—will for various reasons be unable to take excursions to the various points of interest while here, they will get their impressions of Oregon scenery largely from the surroundings of the exposition grounds, and the views which may be obtained therefrom. This being the case, that site, in the vicinity of the city, which possesses the greatest natural beauty is the one that should be selected, providing, of course, that it also possesses the other features that make the ideal location for an exposition. That City View Park—a view of which is presented on this page—embodies all those requirements is admitted by every one who is at all familiar with it. That it is the best site for an exposition to be found anywhere in the vicinity of Portland, those who see it with unprejudiced eyes must admit.

Its Natural Beauty.

Nature has done so much to make this an ideal location for an exposition that but little remains to be done by the art of man. This tract contains nearly 175 acres, and is situated on the east bank of the Willamette River, within the limits of the City of Portland, three and one-half miles from the Morrison-street bridge. Adjoining this tract of 175 acres there is enough available land, equally well situated, to double the area should it be found necessary to have more room for the fair. This whole tract—with the exception of a few small groves, which with little labor can be made ornamental—is cleared and most of it has been under cultivation. The part of this tract where the exposition buildings would be located is a level plot, nearly square, and containing about 75 acres, at an elevation of about 35 feet above the river. On the west side of this plateau, the ground slopes, not too abruptly, toward the river. Between the foot of this slope and the river is a strip of low land 60 or 70 yards wide at the south or narrow end, and widening gradually to the northwest corner of the plateau, where it expands to about a quarter of a mile in width. The high ground on the north side slopes more abruptly to the lower level. Between this low land and the river is a natural embankment, extending toward the north for nearly half a mile, and forming a peninsula, when at certain periods the low land is covered with water. On this embankment, suitable steamboat landings can be made for the convenience of those who desire to come to the exposition by that route. On this low land it is proposed to make artificial lakes—which have

come to be considered one of the essential features of expositions in recent years—and it is evident that but little excavating would be required to insure a sufficient depth of water at any time. This low land contains about 55 acres, which would be sufficient for the lakes and other beautifying features. On these slopes, on the west and north, are many large trees—remnants of the grand old forest now so rapidly disappearing under the destructive hand of man. These trees will add much to the beauty of the place and will cast a delightful shade upon the paths that will lead from the exposition grounds to the lakes. With reference to the lakes it may be said that a channel can easily be cut connecting them with the river so as to make them accessible to launches and other small boats.

From any part of the plateau, before mentioned, the lover of Nature can look upon scenes that would delight an artist. On the west, and visible for two or three miles of its course toward the north, flows the beautiful Willamette River, reflecting in its glassy surface as in a mirror the luxuriant foliage along its banks and the lofty hills beyond. On the embankment, or peninsula, near the grounds, are several large oak trees, their widely spreading branches shading a considerable surface of the grassy bank.

Further down this peninsula, and extending to its termination, is a beautiful oak grove which has been used frequently by picnic parties for many years. It is one of those rare spots where Nature, in one of her generous moods, has done all the beautifying, leaving nothing for man to do but enjoy it. From this grove may be had a fine view of the broad and placid river, looking like a huge mirror in the deep shadow of the hills beyond.

To the north, through the openings in the foliage and across the beautiful expanses of water, may be seen glimpses of the City of Portland, and a little to the east the splendid white cone of Mount St. Helens towers above the surrounding landscape. Still farther to the right Mount Adams looms up in the greater distance. To the east we look across beautiful green fields and wooded slopes and see the gigantic crest of Mount Hood rising in silent grandeur above the intervening hills. Those of our visitors who admire the gigantic rocks, the towering mountains, or the mighty rush of water, can see them in bewildering profusion on any of the routes from the East, and by the time they arrive in Portland they will be longing for a change to quieter scenes.

Who is the lover of Nature and art who will not turn from a picture of El Capitan Rock or the mighty cliffs of the Columbia to one of a softly rippling stream whose grassy banks are shaded by beautiful trees between which spry ferns, the green fields and woodlands with hills rising in the blue distance? The former awes us with their immensity, but the latter reminds us of the happy days of childhood and the dear old home we loved so well. We look at the towering rocks, till the eyes ache and the brain is weary, but the quiet pastoral scene rests and refreshes us with its beauty. With these charming scenes Nature has surrounded City View Park, and added a touch of the awe-inspiring in the distant, snow-clad peaks.

Other Advantages of This Site.

In selecting a site for an exposition there are many things of a practical nature to be considered. The more impor-

tant of these are: Transportation facilities, water, light and power, sewerage.

Transportation.

The matter of the transportation of freight and passengers is one which those who select a site for an exposition must consider carefully, for success depends largely thereon. Every possible facility must be given to the exhibitors for getting their exhibits to and from the exposition, and every convenience must be afforded the visitors also. In this particular, City View Park is unequalled by any site in the vicinity of Portland. On the east side of the grounds there are already two lines of transportation, the Southern Pacific Railway, from which a spur would be built to the grounds, and the Portland City & Oregon Electric Railway, whose elegant and commodious passenger cars run through the grounds.

Either of these lines would be able to take care of all the freight and passenger business which would come to them. On the west is the river, affording a pleasant ride by boat between the fair grounds and the city; and on the west bank of the river is one of the Southern Pacific Company's lines of railway. The City & Suburban Railway Company's electric cars are now running to a point opposite Sellwood and the fair grounds. Passengers from these lines will cross the river to the fair grounds by means of a ferry or a bridge, as shown in the illustration. The City & Suburban Railway Company also has a line completed half way out from the city on the East Side, which will be extended to this suburb in time for the exposition business. There are also good roads and good bicycle paths on both sides of the river for those who wish to ride or drive for pleasure. If there is any site in the vicinity of Portland with equal facilities for getting to and from the grounds, we have yet to hear of it.

Water Supply.

The matter of the water supply is probably the most important of any to be considered in selecting a location for an exposition. There are many other things which we consider necessary to our comfort or pleasure, but water, and plenty of it, is absolutely indispensable to our existence. And for a fair, like the Lewis and Clark Centennial is expected to be, we must not only have water, but it must be in almost unlimited abundance. In this particular City View Park offers all that could be desired. A large main, conveying "Bull Run" water from the Mount Tabor reservoir to Sellwood runs through the grounds. This would afford an ample supply for drinking purposes. And for sprinkling and other purposes, an unlimited supply may easily be drawn from the river with very little additional expense, as the power supply for the fair must be sufficient for operating all machinery, including that for raising water.

Light and Power.

In these days of remarkable advancement in sciences and mechanics, when wonders have ceased to astonish us, that silent, mysterious and powerful agent called electricity comes so constantly into our daily existence that we can hardly conceive of any great enterprise that does not depend upon it to a greater or less degree. At all great expositions now it is one of the chief features of beauty and utility. It furnishes all the light and in some cases—as the Pan-American Exposition—nearly all the power. In this respect the City View Park site has su-

perior advantages. The wires of the Portland General Electric Company from Oregon City to Portland run through the grounds, and from them a current of sufficient power for lighting and other purposes may be obtained. What Niagara is to the Pan-American Exposition, Willamette Falls should be to the Lewis and Clark Centennial, source of energy inexhaustible and well nigh unlimited. Another electric plant of considerable magnitude will be in operation before the fair of 1905. It is being constructed by the City & Suburban Railway Company some miles east of the city. It will be operated by water power and will furnish sufficient electrical energy not only for running the cars on the various lines of the company in and around the city, but for lighting and other purposes.

Sewerage.

In the very important matter of sewerage or drainage, the situation of the fair grounds at City View Park is unequalled. Here the ground slopes gradually toward a small stream on the east and more abruptly to the river on the west, reducing to the minimum the labor necessary in making a complete system of drainage, which is obviously one of the necessities of a great fair.

Our two great expositions—the "Centennial," in 1876, and the "Columbian," in 1893—were located in parks, places which nature and art had combined to render beautiful. Such a location is desirable, for the visitors to an exposition are likely to judge of the thrift and enterprise of the city largely from the attractiveness of the exposition grounds it has provided. Portland now has no park that is at all suitable as a site for a great fair. Portland's present park is an attractive place, but it has been made so almost solely by the work of man. Portland is growing. It has already outgrown its park, and every citizen who is at all interested in parks—and who is not—has for some time recognized the necessity of another. And the coming park—to meet the popular demand—must be located on the river bank, near the city, and where unadorned beauty from the hand of the Creator awaits only a touch from the art of man to render it an earthly paradise. Knowing that the desire for another park is strong in the hearts of Portland people, the Sellwood Sub-Board of Trade has taken up the matter of supplying the need, and it asks and should obtain the hearty co-operation of the entire city and vicinity. It is proposed to buy the tract of land here described and illustrated, put it in suitable condition for the purposes of the exposition, and at its close in the Autumn of 1905 to present it with all its improvements to the City of Portland, to be used forever as a public park. It is expected that a building to be used for an art gallery during the fair shall be constructed of such material as to make it suitable for a permanent museum and art gallery, to be given to the city as part of the park. An art gallery is one of the chief features of all great expositions, and it should be one of the features of a public park. A committee from the Sellwood Sub-Board of Trade having in charge the purchase of the City View Park tract, for the purposes before mentioned, called on Hon. H. W. Corbett, president of the First National Bank of Portland, Or., and at their request Mr. Corbett kindly consented that this bank might be used as a depository for the funds which shall be contributed for that purpose. Contribu-

tions will also be received there and receipts given, and in case any circumstances should arise making necessary the abandonment of the enterprise, the money be returned to the contributors on presentation of receipt at the bank. This is certainly an enterprise in which every citizen of Portland and vicinity should be interested, and it is hoped that the people will contribute liberally therefor.

Concerning the desirability of City View Park as a site for the fair of 1905 much more might be said, but lack of space forbids the mention of all its advantages. In addition to the drives and bicycle paths already mentioned, there is, on the west bank of the river, a fine macadamized boulevard leading from the city to a point a short distance above Sellwood. Crossing the bridge to the fair grounds and thence east to Willsburg, this driveway will connect with a similar one which it is proposed to build through the Willis tract and the Ladd farm and thence back to the city. This boulevard, following the river, with its charming scenery, for three miles, and returning on the East Side through green fields, is a drive that for attractiveness can hardly be excelled in the Northwest.

Another point of interest which no visitor to the fair should omit from his itinerary is the beautiful falls of the Willamette at Oregon City. Here are also located an immense electric plant and paper mills which are well worth visiting. This attractive point may be reached from the proposed fair grounds by three routes, the river, the electric cars and the Southern Pacific Railway. On the two last-named routes the trip may be made in 30 minutes.

The Lewis and Clark Centennial Exposition should be of immense value to the Northwest, and it will be rightly managed. The people of the Pacific Coast, and especially those of Oregon, Washington and Idaho, are interested directly in this fair, and they should put forth every effort to make it a grand success. In order to succeed we must be sure we are right at the beginning. Let the first step of the road to success be taken now by selecting the best site for our great exposition. Let no considerations except those of natural beauty and adaptability enter into the choice. If this is done we shall have taken a long step toward that end for which the fair is undertaken, and the centennial anniversary of the visit of Lewis and Clark to this Coast will be celebrated amid the scenic beauties that surround City View Park.

CHARLES K. BURNSIDE.

TO ADVERTISE THE FAIR.

Mrs. Weathered Points Out an Opportunity.

BUFFALO, N. Y., May 21.—(To the Editor.)—The 1905 exposition is already being buzzed along the Atlantic slope, and every day people are asking of the Oregon delegation something in reference to the matter.

Manufacturers represented here in Buffalo are questioning us as to the advisability of their displaying their wares in Oregon. The sentiment has so far advanced, and the knowledge of our intentions of holding an important exposition, that to let our enthusiasm in the matter subside would be suicide of the state's future interests. While there is no doubt as to Oregon's good intentions, and the enthusiasm of the citizens of the Northwest, yet you are losing ground. Here at the Pan-American Exposition is the means through which to establish the sen-

timent and send it on to its many millions. You can not realize what it would mean to do some practical advertising at the present time throughout the East. Local enthusiasm is one thing, but practical enthusiasm is what we want. Here we need banners, buttons and badges. In Oregon you should supply every business house, office and private residence with stationary, calling attention to the 1905 exposition to be held on the Coast. The citizens of Oregon are sometimes very liberal. They give generously to a Fourth of July celebration—for they can hear the bands and see money go up in skyrocket and red fire. Yet they can not see a dry-dock, smelter or a factory until the real thing appears. When the first plans for an exposition at Portland presented itself, personally I could not favor it, thinking that a small affair was decidedly impracticable, and that a large one was impossible. After having given the subject much thought and consideration, I am of the opinion that it is both practicable and possible for the Northwest to draw the attention of the East to our resources and opportunities, through the Lewis and Clark Exposition, and that it can be made a great affair.

Expositions are not considered "fads," as a few short-sighted and narrow people have seemed fit to call them, but, by the wise and thoughtful public, they are recognized as one of the best mediums of education of the day. Here one is given the opportunity to study every portion of the country; here is a department to interest and instruct every calling of man. The East, the Middle West, the South and North already have their eyes turned on Portland for 1905. Every day comes the inquiry for literature pertaining to the matter.

Reporters are interviewing us and we are endeavoring to give them a correct magnitude of our future exposition. Can not the good citizens of Portland get together enough money with which to have printed banners, buttons and badges? We are already at this side of the continent to give you a helping hand in spreading the news. The Oregon State Press Association, which leaves Portland for Buffalo June 3, should be loaded with Lewis and Clark advertising matter. When the editors of the United States thoroughly understand that Oregon's exposition is assured fact, we will have their assistance in every way possible.

Take the money that would have filled President McKinley and party with carriage rides, champagne and salads, and advertise that which will mean millions of dollars to the Northwest.

It is a difficult matter for some who remain in one locality to grasp ideas presented by those who come in contact with conditions on the outside of the circle. But thoughtful people should understand and act accordingly. Much time was lost in selecting a name. More time will be lost in selecting a site, while valuable opportunities are wasting which would create a universal sentiment in favor of the 1905 exposition that would put it on a firm foundation during this year. The Pan-American Exposition has been made successful through its previous advertising. Let Portland profit therefrom—and we can accomplish in six months at Buffalo that which would require two years without this practical medium. There is nothing to hinder a grand success of our project if local enthusiasm is backed by a few dollars for immediate advertising.

EDITH TOZIER WEATHERED.

A Dangerous Leader.

Richmond Times.
What would have become of us had we adopted Mr. Bryan's silver policy? And what would have become of the poor Philippines had we followed Mr. Bryan's advice, and left Aguinaldo with a free hand and an open field? We are very proud of Editor Bryan, and we admire his honesty and his courage, but we have never been willing to accept him as a leader.