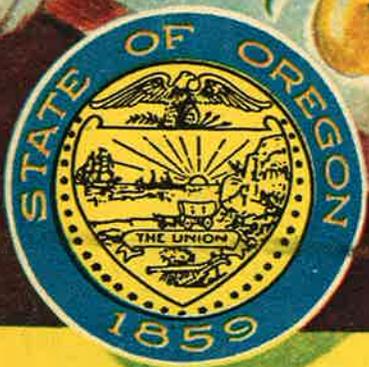


UNIVERSITY  
PAMPHLETS  
**The New York Times**  
*Oregon - Description & Travel*  
APRIL 6, 1958 • SECTION 10  
Advertisement Advertisement



# Oregon

Welcomes TOURISTS and INDUSTRY

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*Meyers*



## A Message from The Governor of Oregon



Robert D. Holmes, Governor of Oregon

A century ago, Americans with pioneer imagination and courage turned their eyes and their wagon wheels toward the Oregon Country. There they found a land of great resource: Rich soil for their plowshares, giant timber for their saws, abundant waterpower for their mills, scenic beauty for their souls.

Today, on the eve of Oregon's 100th anniversary as a state, men with the same imagination and courage are again turning their eyes toward the great Northwest. The great resources still remain; the soil enriched by new agricultural processes, great stand of timber for the leading industry, pure water for power and processing, scenery and recreational facilities to contribute to the inner spirits of a happy and energetic people.

This describes a majestic section of our great nation... an area won by the vision of men like Thomas Jefferson, Lewis and Clark, and all the venturers who rolled over the Oregon Trail in wagon trains, or braved the long sea voyage "round the Horn." In

the years that followed new pioneers in trains and automobiles took the trail to Oregon with the same spirit.

In recent months we have seen a rebirth of the bold, pioneer spirit and energy here in Oregon. In these months we have watched the mighty Columbia's first surge over newly completed dams; we have stood on the rim of the dramatic canyon of the Snake and realized its great potential of water power and storage; we have watched harvesters sweep through fields of wheat and peas in the Umatilla country, and watched the fruit harvests in our green, clean valleys; we have watched the giant fir trees on their way to the mills to become lumber and plywood and we saw the beginnings of new plants for processing uranium, lime, zirconium, wood pulp, electronic devices, frozen foods and Aluminum.

Oregonians realize that it takes pioneering yet to give greater education to its resource of people, to protect and preserve its resources of power and timber and mineral

and scenery, and to pass new laws extending the rights of all men. Oregonians realize as well the advantages of labor and management working in friendly cooperation; the advantages of a shared prosperity and the reasonable hope for better things to come; the advantages of hundreds of miles of public beaches, of millions of acres of public-owned recreation areas, of accessible fishing streams and hunting grounds; the advantages of leadership in literacy and the advantages of unsegregated schools and busses and homes.

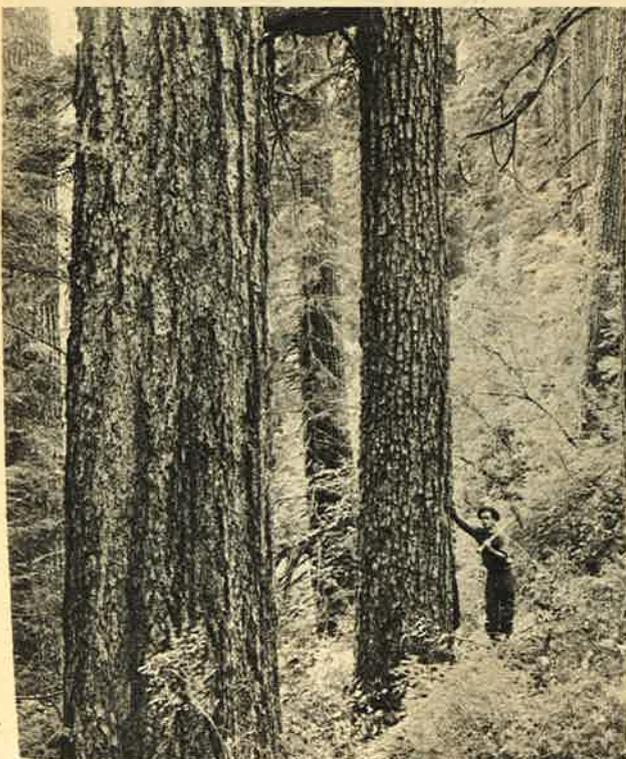
These are some of our assets. We face the happy prospects of sharing them in the years to come, and of having them multiply like the loaves and the fishes to feed the multitudes. This is our invitation to share them with you.

*Robert D. Holmes*



Governor  
of Oregon

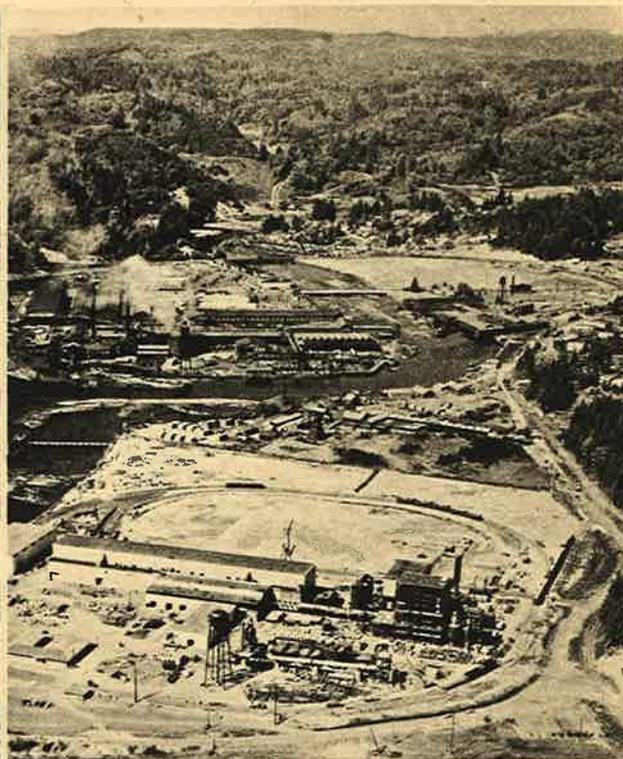
This color advertising section describes the industrial opportunities and vacation attractions in Oregon—sponsored and prepared by The Oregon State Department of Planning and Development.



Stands of giant timber . . .



. . . are the raw materials . . .



. . . for industry of Oregon

## Oregon's Great Forests Create Industries, Playgrounds

**T**ALL timber is Oregon's biggest business and it still doesn't have its full growth yet.

Forests, big enough to lose all of Rhode Island, Connecticut, Massachusetts, Vermont and New Hampshire in, are the bases for the state's No. 1 industry, contributor of more than a billion dollars to Oregon's economy.

From the state's 30 million acres of forest land comes the raw material to feed hundreds of lumber, plywood and pulp mills, for the hundreds of allied manufacturing plants producing everything from toothpicks to timber structures.

And new bywords of the lumber industry—sustained yield full utilization, tree farms, integrated operations—promise a never ending source of supply. For today's Paul Bunyan, timber is a crop which he can count on for harvest year after year.

### Quarter of U. S. Lumber

This harvest now totals nine billion board feet annually in Oregon, a quarter of the total for the entire United States and the greatest production of any single state. More than half the state's productive workers are in the logging and lumbering industry, as are 15 per cent of all industrial workers.

From where can any expansion of this giant of Oregon in-

dustry come? The open secret lies in the bywords of utilization and integration. The old mill that put out only lumber is slowly going out of the picture. It is now the "integrated" industry. The plant is made up of the veneer and plywood plant, the sawmill, the pulp and paper mill and the chemical plant. Every part of the log that comes into the mill over the bull chain, comes out some sort of product. It is complete utilization.

### New Products Sought

Even in the woods there are companies taking the timber too small to make boards, packing it in bundles and taking it to the pulp or hardboard plant. No longer is the lumberman looking solely for logs that will make beams and boards, but he is looking for wood fibre. This type of utilization steps up Oregon production without any increased drain on the growing timber crop.

Meanwhile research, led by the industry itself and conducted primarily in Oregon through the industry-financed Forest Products Laboratory at Oregon State College, seeks new, better and more marketable products from lumbering by-products.

The emphasis in Oregon lumber industry has been on "early stages" of manufacture—largely of rough or planed lumber

shipped elsewhere for use in construction or for fabrication into some finished wood product. With the continued growth of the northwest and the whole Pacific Coast-Intermountain area the opportunity for finished manufacturing increases dramatically. Furniture, fixtures, floor tile, ad infinitum are possibilities for lumber manufacture right in Oregon itself.

Oregon's famed fir is king of all lumber production, providing over two-thirds of the state's total. Other major species harvested include the Ponderosa pine of the drier eastern areas, the cedars and the western hemlock which share western Oregon rain forests with the bountiful Douglas firs.

### Hardwoods Untouched

Substantial stands of hardwoods await only the knowledgeable manufacturer for new industries in Oregon. Industrial utilization of hardwoods in Oregon is now about 75 per cent for lumber for remanufacture of furniture, millwork and flooring. 20 per cent for pulpwood and five per cent for veneer and plywood.

Obstacles to Oregon utilization have largely been lack of know-how for seasoning and lack of accepted, uniform log and lumber grades. The Forest Products Laboratory has been busy determining seasoning

schedules, properties of the various woods have been determined and grading standards are being arrived at.

### Pulp Industry Expands

Each year, Oregon accounts for a greater and greater share of the U. S. pulp and paper production. With this rapid growth is presented the ever increasing opportunity again for remanufacture of paper products. The increased demand throughout the world for paper means new additions soon in this phase of the lumbering industry.

Every year too, new plants go into production in Oregon to produce plywood, or one of the many varieties of fiberboard or particleboard. These with the pulp plants are all part of the integrated, full-utilization industry. Wood chemistry holds hope of even greater utilization than now exists. Wax, tannin and dihydroquercetin are all commercial products of Douglas fir bark. Ethyl alcohol and sugar can be extracted from sawmill wastes as well.

The ample supplies of industrial water in Oregon make plant locations easy. New multi-million dollar plants such as the Georgia Pacific Pulp Mill at Toledo and the Johns-Manville hardboard plant near Klamath Falls are based on the availability of water. The same situation exists throughout the

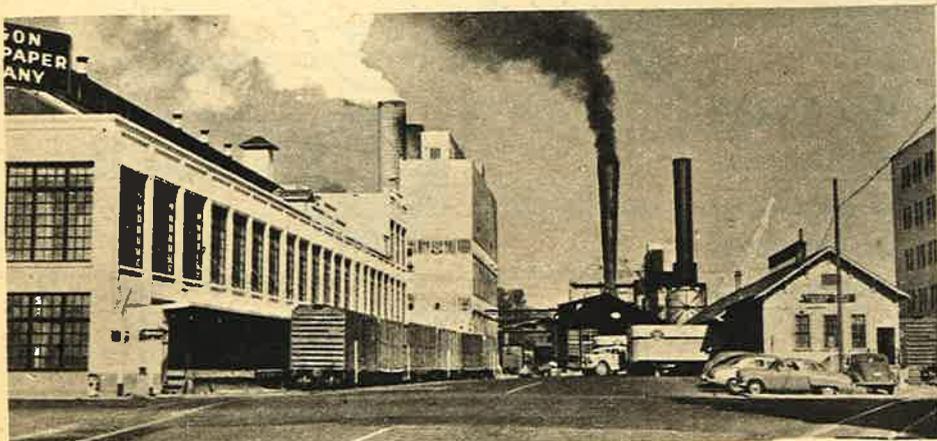
timbered area where mills are concentrated.

Industry is far from the only commercial attribute of Oregon's expansive forests, half of which are publically owned. Many taxing districts share in the income from the valuable federally-owned timber stands, thereby reducing the contribution that its citizens make through property taxes.

### Sustained Yield Certain

But more important are the scenic and recreational values of the forest-clad mountains. Three million acres of the rugged mountain areas of Oregon forests have been set aside as wilderness or primitive areas for the individual who still wants to get into untouched forest. Nearer to civilization are the accessible areas with camps and recreational areas for use of Oregon residents and their visitors. The private land owner in many instances is also setting up and maintaining camping spots on his holdings.

Trees and forests were the major factor in building Oregon, and its future welfare depends upon these same forests. No future timber famine is in the picture. The 450 billion board feet of commercial timber ready to be harvested is going to span the gap between the old forest and the new.



Full utilization mills produce paper, lumber, bulk of state payrolls.



Research gave Oregon new pulp industry, promises to open new growth.

# Mixing Business With Pleasure

**Opportunity, unlimited . . . plus  
sea-level to ski-level recreation**

Lane County, lumber capital, fruit basket, powerhouse of Oregon . . . a young industrial giant, just minutes from virgin woodlands . . . a center of commerce and culture, set in 4,610 square miles of spectacular scenery.

Here you can go deep sea fishing one day, flycasting for trout in whitewater streams the next. Ski on snow, water or sand dunes, hunt with gun or camera, golf the year around. If you visited one park or recreation area each weekend, it would take you two years to see them all . . . 112 parks, with a total of 1500 picnic and camping units.

The University of Oregon, one of the west's outstanding educational institutions, contributes a rich program of cultural activity and collegiate sports the year around. The Oregon Ducks thrilled the nation with their performance in the 1958 Rose Bowl Game.

But Lane County is more than a playground. Its industrial potential is vast and absorbing . . . second market in Oregon, fifth largest in the Pacific Northwest.

**FOREST RESOURCES**—97 billion board feet of fine timber, utilized in the production of lumber, veneer, plywood, and hundreds of other products. A perpetual supply is insured by 450,000 acres of tree farms.

**WOOD CHEMISTRY**—Plastics, rayon and other products based on the use of wood cellulose promise ever-increasing markets.

**AGRICULTURE** — Production of fruits, nuts and vegetables is an \$18,000,000 annual business, backbone of the food processing and freezing industry.

**HYDRO-ELECTRIC POWER** — A capacity of 190,000 kilowatts, generated by a series of giant dams, with more under construction. Rates as low as a cent per KWH.

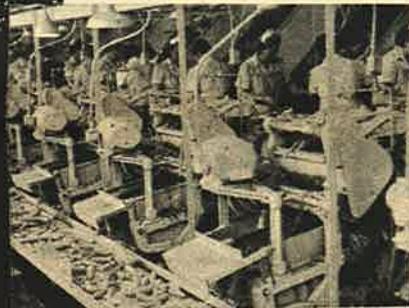
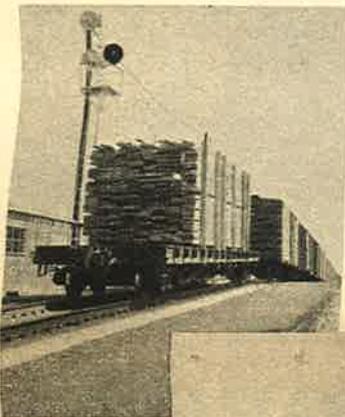
**WATER**—An unlimited supply, delivered at workable pressure at an average of only 4 cents a ton.

**LABOR FORCE**—A vast reservoir of young, ambitious manpower; excellent labor-management relations.

**TRANSPORTATION** — Rail, air, ocean and highway; a central location to the expanding Pacific markets.

**PLANNED INDUSTRIAL SITES**—Complete with streets, sewers, utilities, rail and transportation facilities, awaiting only the erection of buildings. Particularly suited for light manufacturing, food processing, distribution centers and chemical plants.

**A PLEASANT PLACE TO LIVE**—A young, clean, friendly civilization, free of city slums. Outstanding elementary and secondary schools.



## FREE 27-MINUTE COLOR FILM

"Emerald Empire—Lane County, Oregon", available for showing to interested business groups. Send request on your firm letter-head to: Roy Adams Advertising, 1163 Oak Street, Eugene, Oregon.

## CHAMBER OF COMMERCE

# Lane County, Oregon

EUGENE

McKENZIE RIVER  
DEXTER

SPRINGFIELD

COTTAGE GROVE

JUNCTION CITY

FLORENCE

OAKRIDGE

Oregon, a good place to live...

# Abundant Power, Water Key To Industry, Tourist Growth

**W**ATER for power, water for industry, water for irrigation and water for recreation—one of Oregon's most abundant resources may be the most inviting for the industrialist and tourist alike.

Principal source of the state's electrical power, energy key to great industrial developments in the Northwest, is the great Columbia River system. From its dams and projects on Oregon's other important streams, surges the lowest price electricity for industry in the entire nation.

### Network of Power

Enormous multiple-purpose dams, such as the federal projects at Grand Coulee, Bonneville, The Dalles, Chief Joseph and McNary, are principal sources of the state's power supply. Other public and private power organizations contribute to the output of over 8½ million kilowatts of installed generating capacity. Projects under construction, and potentials on the Columbia, Snake, Willamette, Rogue and Umpqua promise a continuing supply for new industrial developments.

The major power resources of the Northwest are interconnected by means of a tremendous regional network of high capacity, high voltage transmission lines. This giant power pool is insurance for regular operations of industrial plants.

Because of this integration of federal plants, publicly owned and privately owned plants, the reliability of power service is of the highest degree, and its costs are very low to the ultimate consumer.

### Variety of Systems

In Oregon, there are five privately-owned power systems; eleven municipally-owned systems; four systems owned and operated by People's Utility Districts and seventeen electric cooperatives.

Oregon, as part of the great integrated Pacific Northwest power system, shares in the development of new sources of low-cost hydroelectric energy. At present, almost 12 million kilowatts of additional generating capacity are under various active stages of consideration.

This great power resource—producing and potential—is based in turn on the greatest water resource in the United States. Stream runoff in the Northwest is greater than that of all remaining areas west of the Mississippi, and the annual flow of the Columbia River alone is ten times that of the Great Colorado system. The mighty Columbia, turning turbines and irrigating rich farmland as it goes, empties an average of 183 million acre feet of water into the Pacific Ocean. Other Oregon streams, rising in the fir-clad Cascade and Coastal

mountains, produce another 60 million feet at intervals down Oregon's long coastline.

### Many Water Assets

The Columbia system has assets among the most promising in the world from the standpoint of management and use. Already mentioned is the large volume of water. This is combined with the fact that the streams carry small amounts of silt, making it readily and easily usable for commercial purposes. The steep gradient and many mountain downstream dam and storage sites give powerful hydroelectric and irrigation attributes. The main stem of the Columbia and the Willamette are also important waterways for shipping and barging and the maximum runoff of the Columbia occurs in growing season.

Irrigation makes agriculture possible for some 25 per cent of the present crop land and the potential benefits are only beginning to be realized. Currently in the development are projects to bring the total storage capacity to 27 million acre feet, bringing new stability to the system; firm capacity of 12 million kilowatts of power will be available; 1,325,000 new acres will be brought under irrigation and additional water supplies will be available to another 740,000 acres; and the series of dams and reservoirs will extend barge transportations inland beyond Oregon's own state borders.

### Ground Water Abundant

Oregon's water resource includes extensive supplies of ground water for industrial use as well. Significant soft ground water supplies are available in the rich Willamette trough and

in the Southern Oregon and Coastal valleys. A prime example of water supply purity and softness is that of Portland, Ore., which has only nine parts per million and is so pure that it can be utilized in electric storage batteries.

It is abundantly clear that Oregon's water resources are immense and that orderly development toward full utilization will be of first rank importance to the industrial, business and recreational prosperity of Oregon.



Big dams like Bonneville furnish Oregon low-cost industrial power.

## OREGON'S A GREAT PLACE TO GROW!

**PENDLETON**...Wheat, wool—and the famous Pendleton Round-Up.

**ASTORIA**...Historic center of Columbia salmon fishery.

**HOOD RIVER VALLEY**...Famous Oregon apples and pears.

**WILLAMETTE VALLEY**...Rare metals, research, lumber, agriculture.

**PORTLAND**...Commercial hub of the Pacific Northwest.

**WALLOWA MOUNTAINS**...The Switzerland of America.

**THE DALLES**...Gateway to grandeur of the Columbia Gorge.

**TILLAMOOK**...Cheese capital of the West.

**OREGON COAST**...West's favorite vacationland.

**COOS BAY**...World's largest lumber shipping port.

**CENTRAL OREGON**...Lumber, agriculture, sportsman's paradise.

For a state with a future, look to Oregon! Young, vigorous, it offers pleasant living, excellent transportation, steady population growth and natural resources of many kinds.

Progress of the area is reflected in a 54% increase in use of electricity by Pacific Power & Light Company customers in the past five years. In step with this growth, PP&L is carrying on a long-range program of power development to serve the needs of homes, farms and expanding Northwest industries. This year, new PP&L projects will add 350,000 kilowatts to the Company's power generating capacity.

Write our Industrial Development Department for information about business and industrial opportunities in this fast-growing region.

# PACIFIC POWER & LIGHT COMPANY

PUBLIC SERVICE BUILDING, PORTLAND 4, OREGON

Oregon, a good place to work...

# Well-Trained Labor, Friendly Management Work Together

**L**ABOR force + education and training + friendly and sincere labor-management relations = Golden opportunity for business and industrial capital in Oregon.

These pluses, all carefully documented, involve the state's most important resource, the resource of a friendly, energetic, intelligent and literate people. Aware of these assets, Oregon welcomes an assessment of the state's manpower resources under any criteria that industry holds of prime importance.

The productivity of its labor is regarded as great an economic factor as the utilization of materials in all business enterprises. Latest estimates place this growing civilian worker force at 743,600, and what it may lack in size is made up in character and composition of industrial worth.

### Few Labor Disputes

Analysts of labor relations evaluate the labor climate of Oregon, where organized labor in Oregon is said to include 40% of the work force, in comparison with that of other states.

State employment records reveal only 1 out of 787 of the state's wage earners have been involved in labor disputes over the past twelve years. Strike idleness in 1956 was at the lowest point since 1943 accounting for a loss of .02%.

Except in seasonal industries which recruit many part-year workers from homemaker, stu-

dent and senior age groups, the labor turnover is small.

There also is mobility in Oregon's labor ranks as even the manufacturing segment of the leading lumber industry has not been concentrated in one center where workers' capabilities become gauged to the creation of a single product.

### Home Ownership High

The adaptability of such a work force recently was demonstrated in the building and operation of a four million dollar Wah Chang plant producing zirconium metal for atomic reactors at Albany, Oregon. Manager Stephen Yih reports the plant was able to go into production within six months largely through the efforts of local workers who could master the complicated operations necessary for meeting rigid specifications of the Atomic Energy Commission.

Work drifters, however, run in very short number despite the great migration trend to the west. Most newcomers are happy with what they find and have enough confidence in their opportunities to invest in home ownership. More than sixty-five per cent of all residents live in their own homes.

### Training Program Grows

Labor and management in Oregon enjoy the temperate climate characterizing their industrial life as well as their atmospheric environment but this temperateness does not lull

them to an inertia in facing varying economic problems. They are fully aware that new abilities must be cultivated constantly to keep pace with technological advancements.

More than 1000 leaders of labor and management are serving on volunteer committees which supervise the training for apprentices in trade skills. A large share of their work goes toward keeping up-to-date the training programs established for ninety trades and crafts. One thousand two hundred thirty-one business firms are presently registered as active training agencies.

Journeyman as well as apprentices seek to keep their knowledge in pace with the latest mechanical demands. More than twenty-five hundred were enrolled in night classes last year in communities throughout

the state. There is more than a wealth of skills in such craftsmen; there is the wisdom and will for providing whatever abilities are most urgently needed.

Oregon has a way of taking forward-looking actions on the labor front without fanfare and assimilating the results so harmoniously into its industrial life that they often pass unnoticed.

### Fair Employment Practiced

It was the first state to proclaim an official Labor Day in 1887, marking the celebration with one mere paragraph in the state's leading newspaper.

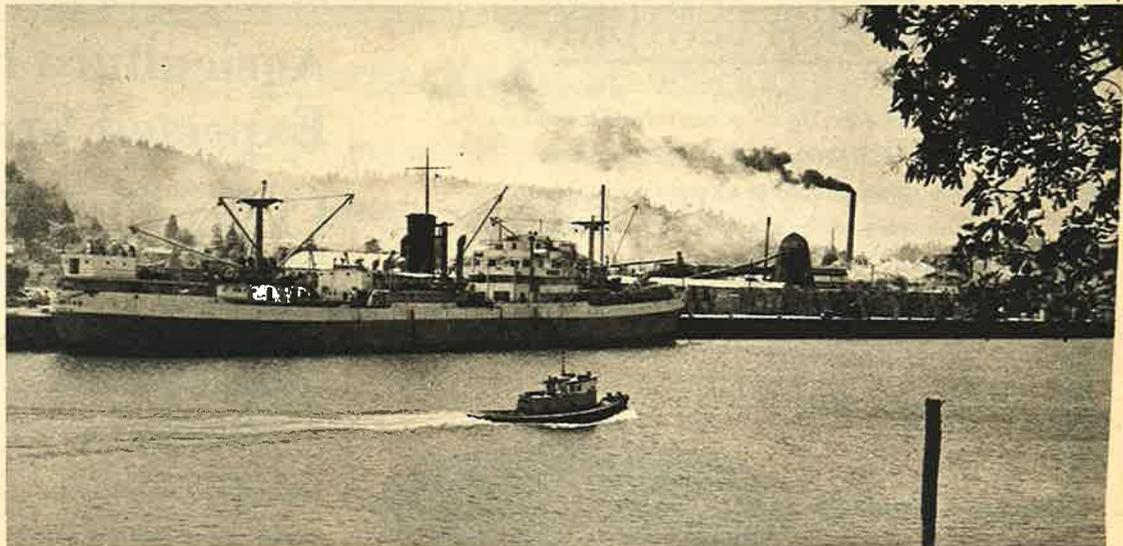
Oregon had a child labor law in 1903, the first enforceable law regulating the employment of women in 1919.

It was the second state in 1931 to adopt an apprenticeship plan of training for craft skills

and in 1949 was one of the first five states to pass a Fair Employment Practices Law prohibiting job discrimination because of race, creed, color or national origin.

Under the FEP Law, employment integration of racial minorities, comprising 1.6% of the population, has extended to every occupational level. Few challenges to job opportunity on merit have required the enforcement arm of the law as discriminatory barriers created by the prevailing prejudices of the times have been eliminated primarily through an educative and cooperative process

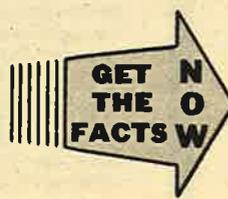
Backed by every standard that Americans hold high, Oregon's labor force meshes its full range of abilities in all developments of the boundless economic frontier lying on the vast Pacific.



Ships of the seven seas call at Coos Bay, already an export-import center for Southwest Oregon.

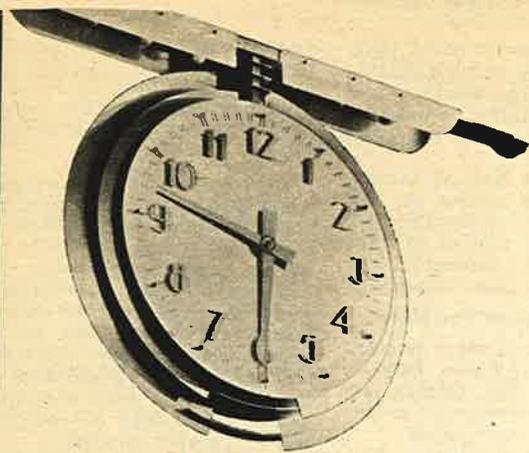
# THE BANANA BELT\* of THE PACIFIC COAST? RIGHT HERE!

\*We may not grow bananas —  
 But we do have palm trees! (Aver. Jan. temp. 45°)  
 Surprising? Not at all!  
 Here you will discover an area unique,  
 not only in climate, but also in the opportunities  
 it has to offer, whether your search is for business or pleasure...



**COOS COUNTY CHAMBER of COMMERCE**  
 Post Office Box 398, Coos Bay, Oregon  
 Please send me detailed information on the unusual opportunities  
 for Industrial and Tourist Development in Coos County.

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## CENTER OF OREGON LIFE

FOR OVER A CENTURY...

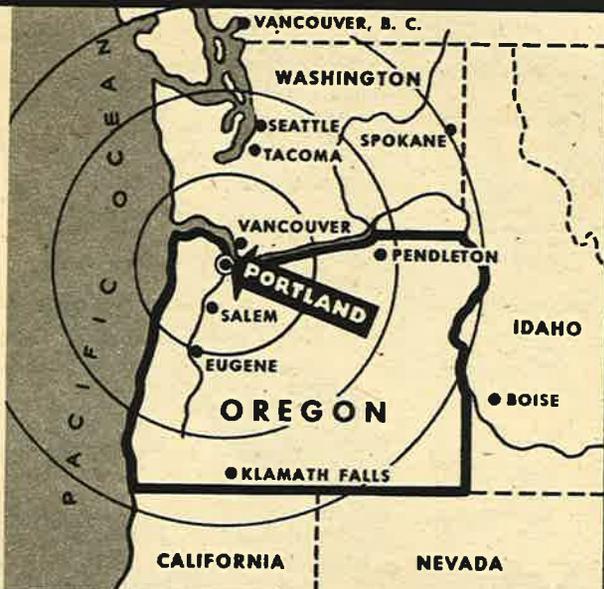
We've been carrying on a love affair for almost 101 years with Oregon. We love our State. And the good people of Oregon must love us because more of them buy more here, than at any other store. That's why we're so very proud to say, "Meier & Frank's has been the center of Oregon life for over a century."

ONE OF AMERICA'S GREAT STORES

*Meier & Frank Co.*  
PORTLAND—SALEM

## PORTLAND

Commercial and distribution center of the Pacific Northwest



For information on this diversified manufacturing center, send for "List of Principal Industries," "Portland, Logical Distribution Center," "Statistical Facts About Portland." Confidential data on other opportunities here prepared especially for you.

Industries Committee

PORTLAND CHAMBER OF COMMERCE  
824 S. W. Fifth Avenue • Portland, Oregon

Advertisement



Oregon's orchards produce beauty in spring, fruit in summer.

Oregon, a good place to live...

## Agriculture Ready to Meet Expected Growth of State

OREGON, producer of far more crops and animals than her people can consume, is ripe for some explosive growth in food-processing industries.

This is the belief of Robert J. Steward, who as Oregon's director of agriculture, keeps a protective eye on the state's second (only to lumber) industry. "And when you are selling Oregon to new industries, food or otherwise," he says, "don't forget to tell them that the state is putting an additional million dollars this biennium into programs that make for more contented residents."

ads and desserts. Each year several hundred carloads of these cherries, barreled and in brine, roll eastward from the Willamette valley of Oregon for finishing.

### Plenty of Potatoes

Another 35 to 40 thousand cars of fresh fruits and vegetables move out of the state under grade inspection each year, the State Department of Agriculture's shipping point records show. About half of these shipments are potatoes.

Oregon has 61.6 million acres of land, with more than 21 million acres in 54,442 farms and ranches. Another 20 million acres lies in Federal grazing districts in eastern Oregon, which means east of the Cascade mountain range that traverses the state north to south.

About 5.5 million acres of the land in farms is considered crop land; the other 75 percent is pastured or wooded. Roughly 3.3 million acres produced crops in 1957; 8 to 10 million acres are in planted pasture.

### Irrigation Available

Approximately 1½ million acres of the crop land is irrigated; eventually another one million acres will have irrigation. About 600,000 acres of the land now under cultivation and earmarked for future irrigation lie in the fertile Willamette valley where a preponderance of Oregon's current 1.7 million people live. You may safely write it down that when irrigation comes to these lands, the crops coming off them will double in volume.

Now about the money Oregon's Department of Agriculture is spending to better the living



Healthy livestock is Oregon aim.

Oregon's farm crop production, hovering on either side of 5.5 million tons annually, holds a potential soaring far above that figure.

### Processing Center

The state has a highly diversified crop production which ranges from wheat, the soft qualities of which have attracted some pastry flour and bakery goods processors, through just about everything that will grow in a mild climate. These crops include potatoes, vegetables, tree fruits, berries of great variety, nuts, peppermint and lesser oil crops, hops, nursery stock, sugar beets, the usual grains and hays, and a long list of seed crops covering the gamut from bentgrasses for golf courses to pansies for window boxes.

Salem, the capital city, is the second largest fruit and vegetable processing center in the nation. But at least one fruit crop is finished in the East. This is cherries which are brined here for manufacture into the bright red maraschino cherries used to pretty up cocktails, sal-

Advertisement

climate of its present population.

### Meats Inspected

Before the 1957 Legislature adjourned last May, it had increased the department's biennial budget more than a million dollars beyond the requests submitted by the department itself.

This unprecedented increase in funds was earmarked for three new programs, each of which is primarily a consumer welfare program. The first of these is state-wide compulsory meat inspection, which has been a long time coming in spite of efforts of various groups. The Legislature set up a half-million dollars for this program and accepted the meat industry's offer to pay one-fifth of this total cost.

### Ragweed Eliminated

Oregon, still practically free of ragweed, earmarked \$50,000 for control of this hay fever producer and by last fall ragweed scattered on 5,000 acres of land in western Oregon was knocked down with sprays. Tourists and residents who suffer from hay fever and asthma tortures inflicted by pollen from ragweed should now be able to write that off as far as Oregon is concerned.

The last Legislature also put up almost \$400,000 for a knock-out blow to brucellosis of cattle, which causes undulant fever in humans.

The million dollars for these three programs is part of the department's \$5.3 million budget for the biennium. This department enforces almost 60 separate laws in such widely scattered fields as the state weights and measures code and the inspection of brands on livestock. Sixty percent of the total budget goes for consumer protection.

### Markets Developed

In 1955, a new function—to expand and develop markets for agricultural and allied products—was added. The Legislature that year authorized a sixth division, known as the division of market development. Still relatively a babe in the department family, this division has already helped the department exert a strong voice for agriculture in a number of hearings involving freight rate matters of prime concern to Oregon livestock producers, to turkey raisers and to potato growers.

Further effort to strengthen the weak spots in Oregon's farm economy consists of encouragement to cattlemen and sheepmen to finish out their cattle and lambs.

Oregon is on the projection boards for a population increase to 2.1 million persons by 1965. Director Steward and other farm leaders aren't worried in the least about enough food and fiber to take care of the additional half-million inhabitants.



Irrigation boosts crops in soil-rich eastern Oregon areas.

STATE OF OREGON SECTION

Oregon, a good place to play . . .

# Centennial in 1959 to Mark Wagons-to-Atoms in History

ALL the wonders of the magnificent, explosive West assembled under the largest single level exposition roof in the country await visitors to Oregon in 1959, the year of the great Oregon Centennial Exposition and International Trade Fair.

Focal point of the statewide centennial celebrations, the Centennial Exposition will host an attendance estimated by the Stanford Research Institute survey to reach 8 million persons at the bustling exposition grounds in Portland. Major exhibits from most of the countries of the world will make the Oregon exposition one of the most colorful ever held.

### Water Events Set

Visitors to the Oregon Centennial Exposition will roam through a re-created frontier town; will thrill to international aqua events at the 15,000 seat Aqua Center along the mighty Columbia river estuary adjacent to the exposition grounds; will visit thrilling "Boom Town," marvel at colorful "Teen Town," and actually stand in the center of a real Indian village.

Guests of the Oregon exposition will see for the first time an amazing Atomic Energy Commission exhibit never before seen here. Inside the Auditorium arena top international entertainers will present the world's top acts of show business.

Gates to the wonderful Oregon Centennial Exposition open June 10, 1959, and will stay open until September 17 the same year.

### First for West

Never before in the West, where 28 million people live, has there been an international trade fair. For this reason major foreign countries are eagerly looking forward to this first opportunity to display their products and resources at the Oregon exposition. Present indications are that thousands of new and exciting international products will await the acclaim of Oregon centennial visitors.

The friendly, warm people of Oregon are keenly aware that they will play host to more people in 1959 than ever before. Traditionally excellent hosts, Oregon residents have pledged to make a centennial visit to the Beaver State a most memorable experience.

### Travel Means Varied

New freeways are being rushed to completion to assure fast smooth travel by auto in Oregon. The biggest hotel boom in the state's recent history assures the finest accommodations available anywhere. Portland's multi-million-dollar international airport will be ready for arrival by air, and the world's finest scenic, air conditioned trains serve Portland daily. Or you may wish to arrive via ship. Portland is a major world port.



Precision metalwork part of Portland, Ore. industrial pattern.

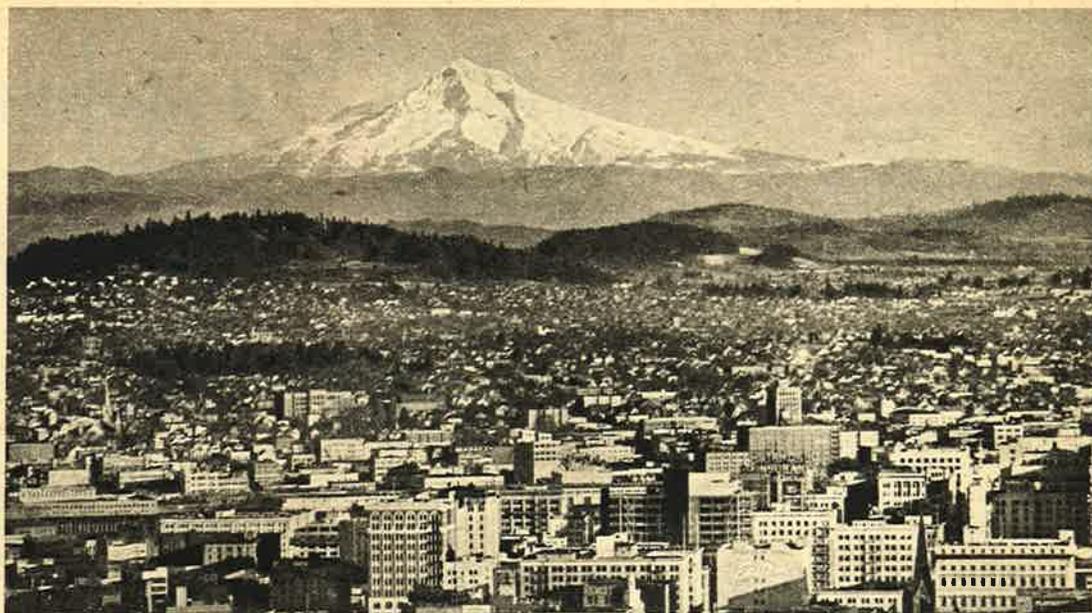
## Industrial Gas Available

NATURAL gas in large volumes has been available in northwestern and northeastern Oregon since late in 1956. Big new pipelines from the vast Peace River gas fields in British Columbia and Alberta, and from the San Juan basin in New Mexico have a combined capacity of nearly a billion cubic feet daily.

Natural gas has been a key factor in bringing several new industries to the Northwest, including an Owens-Illinois glass container factory in Portland and a \$15,000,000 chemicals plant on the Columbia river.

Large additional amounts of natural gas are on tap for both industrial and domestic use. Largest supplier in Oregon is Portland Gas & Coke Company, which serves an area with a population equal to half that of Oregon, and has supplied interruptible gas to industries for two winters without interruption.

Expansion of the industrial load can be continued for several years, with the likelihood that interruptions during cold weather when space heating customers need their maximum of fuel, will be few and of short duration.



## MULTNOMAH COUNTY

*the county beautiful...naturally a wonderful place to work and live!*

Pictured above, the population center of Multnomah County . . . Portland . . . with Mt. Hood in the background. The mountain, with its altitude of 11,245 feet and its proximity (just 63 miles from Portland), is a year 'round recreation center in the County. The Pacific Ocean is only 85 road miles away. These are just two reasons why Multnomah County is the home of happy employees!



**NATURAL LOCATION** . . . Here is the perfect location for easy access to the Pacific Northwest. The four Northwest states are within a few hours by rail, truck, air or water from Multnomah County and its center of population . . . Portland.

**NATURAL RESOURCES** . . . Timber, water, minerals . . . all are in great abundance in the Multnomah County area. Power is no problem!

**NATURAL TRANSPORTATION** . . . Two of the nation's great rivers lie within Multnomah County's boundaries and provide channels to the Pacific Ocean. The Columbia and Willamette along with modern highways, air terminals and railroads furnish the best in transportation.

**NATURAL LABOR SUPPLY** . . . Multnomah County's population of 625,000 contains a high percentage of skilled workers. And, the population is growing by 10,000 a year.

**NATURAL CLIMATE** . . . Multnomah County is blessed by a moderate yet seasonal climate. Mild winters and comfortable summers are enjoyed throughout the county.

**NATURAL RECREATION** . . . Hunting, fishing, swimming, skiing . . . all outdoor recreations are a feature of life in Multnomah County.

For complete information on many available industrial sites and opportunities in Multnomah County write:  
**MULTNOMAH COUNTY PLANNING COMMISSION**, County Court House, Portland 4, Oregon

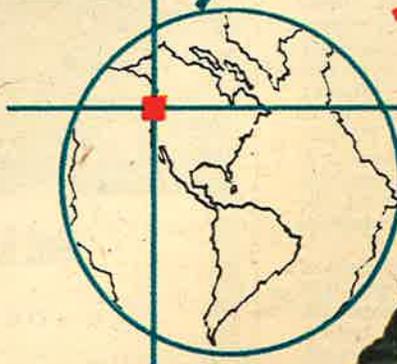


National Convention of County Officials Will Be Held in Portland Aug. 10 thru 13, Hosted by Multnomah County Board of Commissioners: Jack Bain, Al Brown and M. James Gleason

# Portland

## BUSY AND BEAUTIFUL

Yes, the "City of Roses" is busy . . . but never too busy to enjoy itself. It's so *easy* to combine work with pleasure in a city where majestic mountains dominate the skyline . . . where soft ocean breezes provide mild, green winters and air-conditioned summers . . . where pine-scented forest playgrounds are as close as the nearest suburb. Portland people are as gracious as is their way of life, and welcome you for a day . . . or forever.



### World Port of the Pacific

Proud, prosperous Portland is well named, owing to its position as a major deep water port, and top dry cargo import-export tonnage harbor of the Pacific Coast. Serviced by rail, water, air and highway, Portland's strategic geographical location makes it the logical transportation hub for ingress, egress and inland distribution of world cargo. Modern facilities include 17 municipal general cargo berths, bulk loading and discharge facilities, five privately operated general cargo berths, numerous industrial, grain and oil docks, ship repair and outfitting firms and dry docks. The Commission of Public Docks maintains the largest tide-water grain elevator (7,500,000 bushel capacity) west of the Mississippi River.

### 50th Anniversary Rose Festival

Queen Alice invites you to enter the enchanted realm of Rosaria, during the golden anniversary of Portland's world-famous Rose Festival.

June 11th-15th

### CITY OF PORTLAND

Terry D. Schrunck, Mayor

Marshall N. Dana, Chairman Commission of Public Docks

Oregon, a good place to work...

## New Markets in Northwest and Orient Lends Impetus to Portland Prosperity

**T**HINGS are on the move—import and export, for the present and for the future—around Portland Harbor, the West Coast's No. 3 (and the nation's No. 13) deep-water port.

Growing markets in the Orient, the same that made the northwest area the center of a thriving fur trade 150 years ago, are helping fulfill the prediction that Portland will soon be the northwest's biggest city and chief industrial and shipping center.

Nature gave, and dedicated agencies are improving, one of the world's best and most protected port potentials in the Portland area, the distribution door to all the Columbia River empire and to the inland areas of Oregon, Washington, Idaho and Montana.

### Export, Import

Lying at the head of deep-water navigation on the Willamette River at its junction with the Columbia, Portland continues to grow as the natural export and import terminus for the area's agricultural, forest and industrial productivity. The city's Commission of Public Docks and the Port of Portland Commission, both public agencies, have ambitious, but solidly founded programs for continued improvement of nature's handiwork.

Two projects, now well underway, make the Port of Portland most inviting to industrial and distributive business development. Nearing completion is the new Port Commission-owned International Airport facility. This 13-million-dollar development, which includes a new four-million-dollar terminal building and a major new runway, is due for completion in 1958.

### New Site Available

As a geographical hub of the northwest in the rapidly arriving jet age, Portland's international airport does an annual freight business of ten million pounds. In 1957 a total of 720,000 individuals got on or off commercial transports.

The second major development in the port area is the brand new access of several hundred acres in the Swan Island-Mocks Bottom area, located practically in mid-town Portland, for future shipping facilities. This gives considerable depth to facilities already developed. The port owns and operates the Swan Island dry dock and ship repair base, probably the most efficient ship repair base in western America.

Portland's city center dock facilities serve 50 steamship lines with direct, regular service to Europe, Asia, Africa, South America and Alaska. It has 29

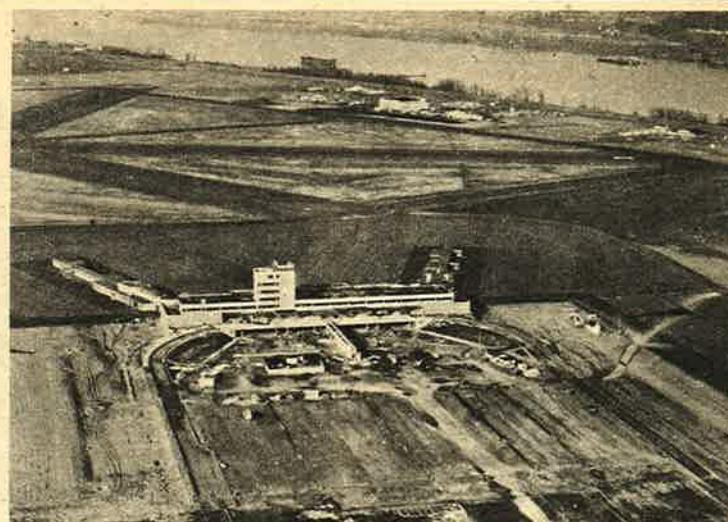
terminals of which eight are for general cargo. Excellent cargo handling facilities are maintained by state, city and private organizations and these are being constantly modernized to provide for the most efficient handling of inbound and outbound cargoes.

This all adds up to making the port the keystone of Portland's economy and a major bulwark of the state's over-all growth and development. Payrolls in the maritime industry alone amount to more than \$40,000,000 annually.

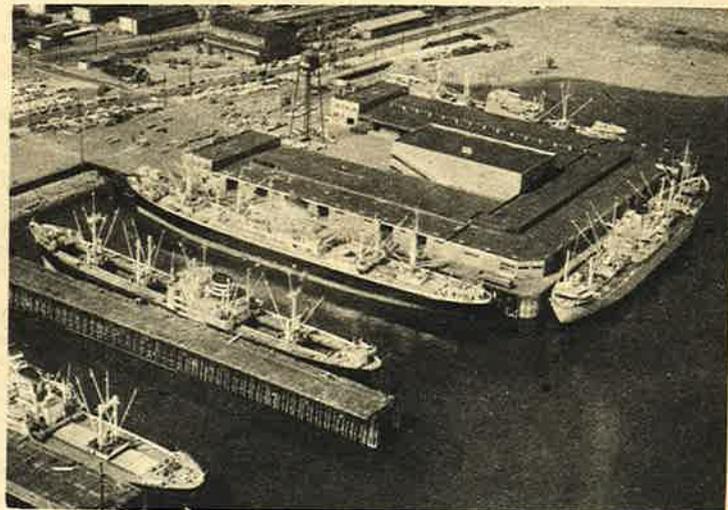
### Build Facilities

The Commission of Public Docks, the city's semi-autonomous bureau responsible for the construction, operation, and maintenance of terminal facilities and the development and service of commerce through the port, is embarked on a \$9,000,000 construction program to modernize and rehabilitate its piers, wharves, and warehouses. Part of this money is the \$6,500,000 bond issue approved by Portlanders in 1954.

Portland's maritime commerce is growing steadily, even spectacularly. Waterborne commerce generates payrolls and their effect is felt far beyond the environs of the city—into far corners of the State of Oregon and the Pacific Northwest.



Big Portland terminal to welcome air visitors to Oregon.



Dock facilities handle ocean cargoes in center of Portland.

## Build YOUR New Plant in Portland's Swan Island Industrial Park

Whatever yardstick you use in selecting a site for your new plant or distribution point, you'll find the new Swan Island Industrial Park measures up to all your demands. Check these advantages against your requirements:

**ON THE FRINGE OF DOWNTOWN PORTLAND**, the park is ideally situated for warehousing and distribution, as well as light industrial operations. It is close to market areas for fastest service, yet physically isolated from heavy traffic.

**INDUSTRIALLY ZONED LAND** for light industry assures ample room for expansion. Total 450-acre area is protected by natural boundaries, precluding encroachment or threat of change in neighboring districts.

**COMPLETE TRUCK, RAIL AND WATER FACILITIES** make Swan Island a preferred location. The park is directly adjacent to Union Pacific's Albina switch yard. Close-by Portland harbor terminals are principal transfer points for commodities bound to and from the upper Columbia river market area, and all major ports of the world.

**CLOSE TO PRESENT CONNECTING FREEWAYS** to expedite shipment of goods and employee transportation, the park will make the most of planned future expressways.

**CENTER OF A LARGE LABOR SUPPLY** in nearby residential areas, Swan Island Industrial Park also is within 20 minutes' travel time of Vancouver, Washington, another potential labor and marketing center in the growing Portland metropolitan area.

**CHEAP ELECTRIC POWER** is furnished by the Columbia river power complex, constantly being enlarged by new private and government installations.

\* \* \*

While there are a number of fine industrial locations available in the Portland area, Swan Island Industrial Park is the last close-in district (within five miles of city center) that can be developed as an integrated industrial site. And Swan Island is the only district offering ALL the advantages inherent in good industrial planning.



For complete information on Swan Island Industrial Park sites, contact

**THE PORT OF PORTLAND**  
Post Office Box 4099, Portland 8, Oregon

Oregon, a good place to work . . .

## Portland Sportswear Volume Nears \$100 Million Annually

**F**AR from the traffic and buildings of New York City's Seventh Avenue garment making district, an exciting new fashion center has emerged in America.

The city is Portland. The state is Oregon.

And why should the most outstanding active sportswear market in America be located in this Northwest corner of our map, in a city of some 400,000, rather than in one of the country's greater market places?

To understand fully the reasons for this reversal of our nation's traditional belief that most of the country's goods move in an east-to-west direction, one need only pause over the story of this colorful state. Its people, in typically Western fashion, are sharing their very way of life in the form of active sportswear inspired by the Oregon which surrounds them.

### West Is a Way of Life

The long lifetimes of Portland's three leading apparel manufacturers, Jantzen Inc., Pendleton Woolen Mills, and

founded in 1863, using woolen-making equipment that was sailed around the Horn. Its principal products then were Indian blankets and the warm woolen shirts needed by outdoorsmen and settlers. In 1884, the parent company of present-day White Stag was formed, as a sailmaker for tall masted ships which sought Portland as the only freshwater port on the coast. And in 1910, the "youngster" of the three, Jantzen, was founded as a tiny knitting business making sweaters and hosiery.

### Tradition of Quality

Since the birthdates of these remarkable three, goals of greater growth have been passed and surpassed. Their combined volume of sales moves steadily toward 100 million dollars annually. Their fabric-producing or apparel manufacturing plants have spread into states all over America, as well as many foreign countries.

Nationwide sales forces of the companies, plus their combined advertising to the nation's con-



John Zehntbauer, Max Hirsch, C. M. Bishop head clothing industry.

White Stag Manufacturing Company create a fascinating chronicle of courage, imagination and pioneering perseverance. Each firm's success is the mark of its own individualism, plus that extra, unique ingredient which is Oregon itself.

For Oregon is the West in fullest measure. And the new West is a "life." It is color; vernal greenness, wide sky and ocean blueness, tawny hills and brilliant white mountain peaks. It is great distances to be traveled, tall mountains to be climbed up or skied down. It is the cold water of trout streams to be fished, the solitude of a lake to be swummed, the vigor of the Pacific Ocean to sun one's self beside or sail upon. And perhaps most of all, Oregon is people with a deep sense of freedom to enjoy such a life actively, leisurely, fully.

### Founded in 1863

Sportswear design that reflected this colorful, friendly life of Oregonians was something Jantzen, White Stag and Pendleton believed the rest of America also hungered to have.

Oldest of this visionary trio is Pendleton Woolen Mills, whose forerunner company was

sumers, estimated to be over \$3½ million annually, is undoubtedly greater than the other sportswear promotion originating in any other single market.

Nearly one hundred years ago, the Oregon country captured the dreams of Thomas Kay, a young Englishman from Yorkshire's textile area. It was the start of today's Pendleton Woolen Mills.

The fourth generation of this pioneer's descendants perpetuate his tradition of highest quality virgin wool craftsmanship, headed by C. M. Bishop, president.

### Complete Operation

Pendleton is one of America's foremost examples of a completely vertical manufacturing operation in the field of woolen blankets, textiles and sportswear apparel for men and women.

Performing every manufacturing step, from selection of raw wool fiber to its dyeing, spinning and weaving into fabric, and then, designing and tailoring its own finished garments is the keystone in Pendleton's concept of rigid quality control.

Translated from German, the  
(Continued on Page 13)

## PORTLAND, OREGON . . . ACTIVE-SP



Shining sea, sparkling streams or mountain ski trails are all within minutes or scant hours from Oregon's queen city, Portland . . . the fashion-inspiring home of three of America's mightiest sportswear producers. Over two hundred years of apparel-making experience is combined in the colorful histories of Portland's world-famous manufacturers, Jantzen, Pendleton, and White Stag!

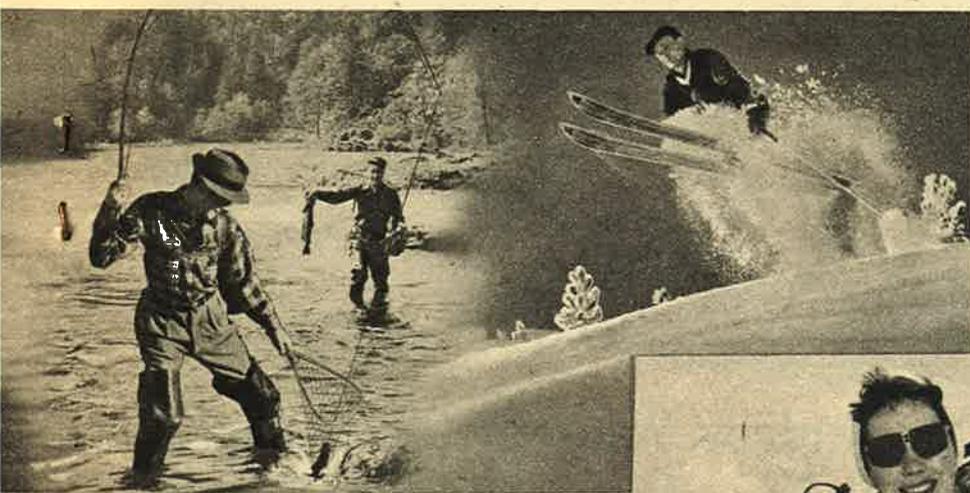


**Jantzen Inc.** creator of swim suits, sunclothes, sweaters and skirts, fashion accessories, foundations and bras, has its world headquarters in Portland, Oregon.

Portland's three famous names in sportswear . . . . .

*Jantzen*®

## SPORTSWEAR CENTER OF AMERICA!



**Pendleton Woolen Mills,** with home offices in Portland, dyes, spins, weaves and tailors pure virgin wool sportswear for men and women, and Pendleton woolen blankets for home and auto.



**White Stag Manufacturing Co.** directs its international sportswear operation from Portland, producing fall separates, Rovercoats and jackets, spring and summer playclothes for women and girls ...and skiwear for men, women, children.

...Pendleton®.....White Stag

## Portland Sportswear Volume

(Continued from Page 12)

last names of company founders Max Hirsch and the late H. A. Weis mean "White Stag," both name and trademark of this illustrious apparel maker.

Originally ship sail, tent and awning producers, the company turned its fabric knowledge into manufacturing paraffin-dipped canvas "tin-pants" worn by Northwest timber loggers.

In the early 1930's White Stag's present president, Harold Hirsch, convinced his father there was a new, untapped market for American-made skiwear. An expert skier of Oregon's Mt. Hood slopes, young Hirsch designed, manufactured and personally sold his first skier's collections. White Stag and skiwear have been apparel synonyms ever since.

#### New Sailcloth Fabric

Textile know-how was again used to help the company's cotton mill supplier to originate a new lightweight sailcloth fabric with which White Stag sportswear were introduced, thus overcoming the seasonal limitations of the company's ski-clothes production.

Today, White Stag directs its colorful business from the West's newest apparel plant in Portland. Other White Stag

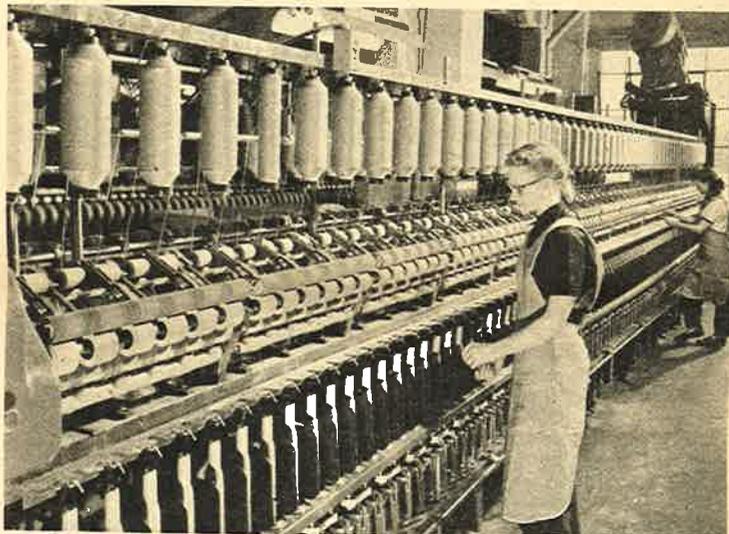
plants are operating in four states, and licensees are located in seven foreign countries.

Jantzen Inc. was founded in 1910 by brothers John and Roy Zehntbauer and the late Carl Jantzen. The earliest prophetic success of this trio came in 1918 with their design of the first truly functional all-wool knitted swim suit.

The event was to become a typical characteristic of the fashion influence wielded by Jantzen knitting inventiveness. By the time elasticized yarns had been introduced a few years later, greatly enlarging the variety of swim suit stylings possible, Jantzen had almost singlehandedly created an apparel market where none had existed before, by making swimming a new national pleasure.

Since 1922 when the Jantzen Red Diving Girl became sweetheart of America, its symbol of fashion has marked Jantzen merchandise.

Besides its unrivaled world leadership in swim suit fashions, Jantzen sweaters and separates, sunclothes, accessories, foundation and bras comprise one of the most complete and coordinated fashion resources in America.



Spinning, such as Jantzen plant, is part of major Oregon industry.

## Northwest Brewing Industry Begun in Oregon in 1856

"If the Pilgrims had landed at Coos Bay (Oregon) instead of Plymouth Rock, Portland would be the brewing center of the U. S. and not Milwaukee," says William W. Wessinger, vice president of Blitz-Weinhard Co., Oregon's only brewery.

Whether the brewmasters of Wisconsin would agree with him is doubtful, but there is some basis for this claim by the great-grandson of the founder of the Northwest's first and oldest brewery.

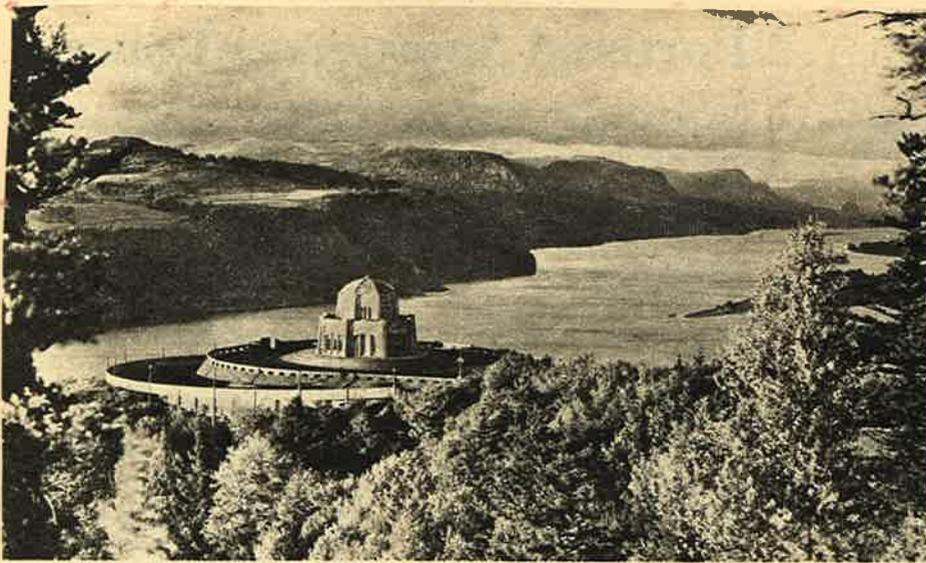
When Henry Weinhard came up the Columbia River by sailing vessel in 1856, bringing his German brewmaster's papers and a 300-gallon copper brewkettle with him, he especially noticed the pure mountain water and the ideal soil and climate for growing hops and malting barley in this virgin country.

It was April when he landed at Ft. Vancouver, seat of government for the Oregon Territory. Franklin Pierce was pres-

ident; Oregon was not yet a state and the Civil War had not reached the talking stage, but outside the fort Henry Weinhard supervised the erection and fitting of his new brewery, thus launching an industry that he knew would prosper in Oregon.

In 1862, because the Civil War had moved the soldiers out, Henry Weinhard moved his brewery across the Columbia to what was to be Portland where it operates today—after five major wars, two depressions, prohibition, repeal and 102 years.

Today, Blitz-Weinhard Co. covers three city blocks and represents an investment of more than \$5 million. The brewery annually contributes a payroll of over \$1 million to the Oregon economy. Purchases of supplies, services and equipment exceed \$2½ million each year and federal and state excise beer taxes gain some \$2 million annually.



Oregon Vista House gives inspiring view of Columbia Gorge.



Many lakes, like Elk Lake near Bend, dot Central Oregon area.

## Oregon, a good place to play . . . Vacationing Variety Awaits Visitor Throughout Oregon

**O**REGON, abundantly endowed with lakes, streams, mountains and forests, continues to meet the demand for new recreational outlets, especially for visitors looking for "off the beaten track" resort areas, and as a result is gaining popularity as one of the top vacation lands in the nation.

Oregon overflows with recreational regions, ranging from booming city life to the wilderness, from geologic plateaus to the air-conditioned coast, and all of them are connected by a network of smooth highways, one of the state's most outstanding accomplishments.

### Dollars Travel Far, Too

Oregon offers variety to vacation-seekers—variety in scenic attractions, climate and in the large number of recreational activities offered by its coast, lakes, streams, mountains, resorts and cities. And on top of it all, vacation dollars go far in Oregon. Among advantages for the traveler Oregon collects no sales tax from its tourists.

Visitors seeking to get "away from it all" on this vacation will find Oregon a storehouse of unspoiled forest retreats. Modern resorts with a touch of wilderness are situated on quiet back country lakes and streams. Most of them are accessible over fine highways, making these recreational regions easily available but still uncrowded.

In Oregon, vacationers can hunt for rocks in central Oregon one day, visit magnificent Crater Lake National Park the next, travel the famed Rogue River the third day and fish for salmon on the Oregon coast on a fourth day.

### Water Sports Varied

Sunbathers and swimmers in Oregon find not only smooth, sandy beaches for their pleasure, but a large measure of ocean scenery as well. The coast lures hundreds of thousands of visitors annually, but the Columbia River, lakes of the Cascades, municipal, motel and hotel swimming pools provide convenient swimming spots, too.

Water skiers and boaters from other states won't be disappointed when they look for new waters to conquer in Oregon. Lake of the Woods, nestled in the mountains of southern Oregon, the Columbia River, especially near Portland and behind McNary Dam; the Willamette River in western Oregon; Suttle Lake near Bend; Ochoco Dam reservoir; Wallowa Lake and many coastal lakes provide water skiing and boating facilities.

Crater Lake, Oregon's only national park, is situated in the southern end of the Cascade mountain range in the south-central portion of the state. The 2,000-foot deep lake is contained in the cauldron of an

ancient volcano, and has no visible outlet or inlet. Over 300,000 persons a year from every state in the nation visit the lake and can vouch for its beauty.

### Swiss-Like Attraction

This magnificent lake helps to draw attention of travelers to their cameras, and Oregon is a state which demands to be photographed. Snow-tipped mountains rise high above sparkling lakes; rivers on their way to the sea slice deep gorges in Oregon terrain; rocks, surf and sand of the coast send an ever-present lure to the camera fan.

Northeast Oregon boasts some of the west's best dude ranches, where the vacationer can take it easy or "rough it" in a rustic setting, backed by the towering Wallows—the "Switzerland of America."

Horses are available, of course, as they are at many resort areas in Oregon, such as the coast, central and southern Oregon, and the Mt. Hood area.

### Lodge Draws Many

Mt. Hood is important for other reasons, too. This 11,245-foot peak is one of the most frequently climbed mountains in the world. It has seven public skiing areas. Fishing, horseback riding, swimming and golfing are activities offered nearby.

Oregon has many man-made attractions as well. Some of these include Bonneville Dam, where visitors can see salmon and steelhead pass over a series of fish ladders and counting boards; McNary and The Dalles Dams, all on the Columbia; the Oregon State Capitol building at Salem, and gladiolus fields sprinkled around La Grande and Grants Pass.

### Resort Areas Frequent

Besides Crater Lake and Mt. Hood, important scenically in Oregon are the Oregon Caves National Monument south of Grants Pass; the Columbia River Gorge, with its series of state parks and waterfalls, including 620-foot Multnomah Falls; and the 400-mile Oregon coast, traveled by U. S. Highway 101.

Other resort areas and scenic attractions will be found in central Oregon, with its 300 lakes, high mountain peaks and excellent fishing; northeast Oregon, with the Wallowa and Blue Mountains and rolling wheat fields; the Snake River Canyon, deepest slash on the North American Continent; and Portland, which contains the world's largest log cabin; and International Rose Test Garden, and the Sanctuary of Our Sorrowful Mother.

## Rodeos, White Water Parade In Long List of Oregon Events

**APRIL:** 11-20, Portland Home Show, Pacific International Building, Portland; 12, Pear Blossom Festival, Medford; 13, Mustang Rodeo, Pendleton; 20, McKenzie River White Water Parade, Blue River; 27, Junior Rodeo, Pendleton.

**MAY:** 1-July 5, Horse Racing, Portland Meadows, Portland; 8-10, Pea Festival and Horse Show, Milton-Freewater; 15, Salmon Harbor Opening, Winchester Bay; 17-18, Eastern Oregon Junior Rodeo, John Day; 18-19, Rhododendron Festival, Florence; 24-25, Intercollegiate Rodeo, Western Finals, Fairgrounds, Klamath Falls; 25, Hospitality Day, North Clackamas County (Milwaukie to Gladstone); 30, Fleet of Flowers Memorial Day Service, Depoe Bay.

**JUNE:** 1, St. Paul Rodeo Trail Ride, St. Paul; 6-8, Northwest Folk Dance Festival, Lewis and Clark College, Portland; 10-14, Oregon State PITA Shoot, Medford; 11-15, Rose Festival, Portland (Grand Floral Parade on June 14); 12-14, 49th Annual Strawberry Festival, Lebanon; 15, Golden Rose Ski Tournament, Timberline Lodge, Mt. Hood (Part of Rose Festival); 18-21, Annual June Race Meet, Ontario; 20-22, Fleet Days Celebration, Winchester Bay; 20-22, Phil Sheridan Days, Sheridan; 21, Strawberry Festival, Hillsboro; 21-22, Douglas County Rodeo, Roseburg; 21-22, Sisters Rodeo, Sisters.

**JULY:** 2-4, World Championship Timber Carnival, Albany; 2-4,

Klamath Basin Roundup, Klamath Falls; 3-4, Fourth of July Celebration and Rodeo, Baker; 3-5, St. Paul Rodeo, St. Paul; 3-6, Molalla Buckaroo, Molalla; 4, Fireworks Display, Manzanita; Fireworks Display, Seaside; 4, Paulina Amateur Rodeo, Paulina; 4, Happy Days Celebration, Hillsboro; 4, Old Fashioned Fourth of July Celebration, Ashland; 4, Willamette River Days, Salem; 4-5, Water Pageant, Bend; 7 to Nov. 1, Dog Racing, Fairview Track, Portland; 11-13, Cottage Grove Rodeo, Cottage Grove; 18-20, Oregon Square Dance Festival, Springfield; 19-20, Nehalem Bay Water Festival (near Wheeler); 19-20, Elgin Stampede, Elgin; 25-27, Dallas Smileroo, Dallas; 26-27, Chief Joseph Days, Joseph; 28-Aug. 2, Santiam Bean Festival, Stayton; 28-Sept. 4, Oregon Shakespearean Festival, Ashland.

**AUGUST:** 1-3, Emerald Empire Round-up, Eugene; 8-10, Crooked River Round-up, Prineville; 8-10, Frontier Days, Sweet Home; 9-10, Canyonville Centennial, Canyonville; 28-31, Heppner-Morrow County Fair and Rodeo, Heppner; 28-Sept. 1, Astoria Regatta and Fish Festival, 28-Sept. 6, Oregon State Fair, Salem; 30-31, Northwest Championship Rodeo, Klamath Falls, (tent.).

**SEPTEMBER:** 10-13, Pendleton Round-up, Happy Canyon Show, Pendleton; 26-28, Cranberry Festival, Bandon (tentative).



Timberline Lodge on majestic Mt. Hood is winter sports center.



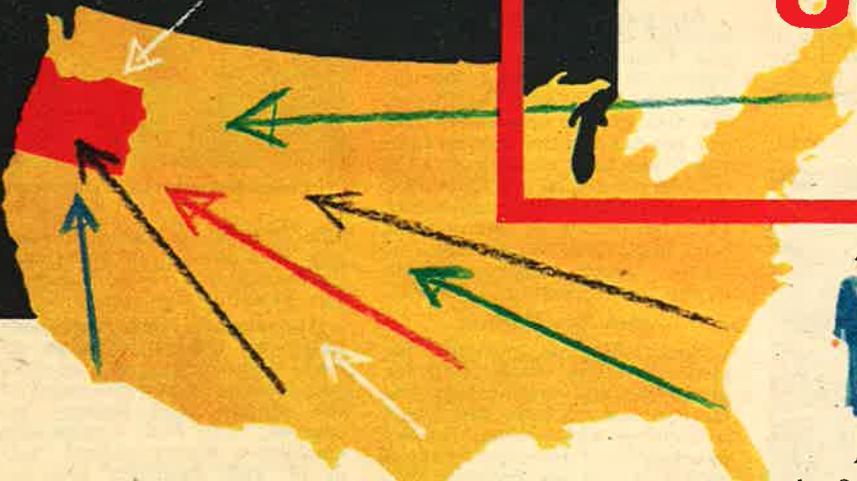
Over 300 miles of public beaches welcome Oregon vacationers.

Make the Centennial State...

# Oregon

your destination in '59

"Frontier of the Future" to keynote colorful Centennial Exposition and International Trade Fair.



The eyes of the world will be on Oregon in 1959, when this romantic pioneerland will stage a gay festival celebrating its 100th anniversary as a state.

Here, just a few scenic miles from where the mighty Columbia River enters the Pacific Ocean, 8 million people\* from the 48 states and abroad will enjoy exciting entertainment and exhibitions from the far-flung corners of the earth.

Brilliant performances by stars of television, stage and motion pictures will vie with championship sporting events and thrilling exhibits of the most advanced developments in science and industry. The International Trade Fair, first such world-wide event to be held on the West Coast, will introduce fascinating examples of skills and craftsmanship from abroad.

\*Stanford Research Institute Survey



Plan now for the greatest family vacation imaginable... for fun, recreation and education amid the scenic grandeur of the Centennial State... Oregon.

### Memo to Industrial and Business Leaders...

The Oregon Centennial Exposition and International Trade Fair presents to foreign and domestic manufacturers and industries a remarkable opportunity to exhibit their products under ideal circumstances. Eight million people, predominantly from the rapidly-expanding 11 western States (numbering 24 million population) will be exposed to your product and sales message. For complete information write or telephone Oregon Centennial Commission, 400 Jackson Tower, Portland, Oregon.

**OREGON**  
**CENTENNIAL EXPOSITION AND**  
**INTERNATIONAL TRADE FAIR**

The Nation's Destination in '59!

Something New has been added  
to American Industry...

# OPPORTUNITY IN OREGON!



What are you looking for,  
Mr. American Business?

A plant site adjacent to a dynamic and prosperous market? An intelligent and stable labor force? A favorable new tax structure? Escape from high shipping costs to western distribution points? The opportunity to expand and develop your business in an area world-famed for its scenic beauty and year-'round recreational advantages?

### LOOK TO OREGON FOR OPPORTUNITY!



Here, in the expanding economy of the Pacific Northwest, is a bright new land. You are offered choice industrial sites and business opportunities in an area where labor output is high, where power is abundant, where community attitudes are progressive, where markets are rich and growing, where transportation facilities are excellent... by sea, rail or air.

The time is right, the climate is right, OREGON is right! The coupon will bring you full information... confidentially, of course.

**STATE OF OREGON**  
**DEPARTMENT OF PLANNING**  
**AND DEVELOPMENT**



Suit 730, State Office Building, Portland 1, Oregon

Julius R. Jensen, Director, Dept. of Planning and Development  
 Suit 730, State Office Building, Portland 1, Oregon

Gentlemen:

I am interested in Opportunity in Oregon. Please send complete information on your state's business and economic climate to:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Oregon, a good place to work...

## Research Promises Fisheries Continued Resource, Markets

COMMERCIAL fishing, a basic Oregon industry since the early Indian dependence on the Chinook Salmon for food, is still a major contributor to the state's economy, thanks to continued state efforts to protect and develop the area's valuable fisheries.

From smelt to sturgeon, and including a thriving new shrimp industry, 40 to 60 million pounds of fisheries products are landed each year at Oregon fishing ports.

### Salmon is Leading Asset

The wide variety of items that comprise this annual aquatic harvest fall into three major categories—salmon and other "sea-run" species; ocean-dwelling fishes, including groundfish and tuna; and shell fish.

Salmon are undoubtedly Oregon's richest food fish asset. Center of the salmon industry is Astoria, situated at the mouth of the Columbia river, where all of the major canneries are located. The sizable runs of salmon produced in the Columbia are fished both in the river proper and in the ocean, where the fish make lengthy migrations extending into south-eastern Alaskan waters. Other coastal streams south of the Columbia support runs that are also cropped in coastal waters by trolling.

One of the oldest factors in Oregon's 25 to 30 million dollar a year fishing industry is Columbia River Packers Association, Inc.

Organized in 1899, this com-

pany is one of the major fish canners in the Pacific Northwest and by far the largest in Oregon. Its products are widely sold in the major markets of the United States under the company's well-known BUMBLE BEE Brand.

The company's payroll is close to \$3,000,000, with two-thirds of that amount expended in Oregon. This in addition to several million dollars paid to fishermen each year.

Sales in 1957 amounted to \$18,833,740 and have shown a remarkably steady increase during the past ten years.

The increased importance of groundfish as mink food has brought about a substantial rise in Oregon trawl catches in recent years.

### New Shrimp Industry

Albacore tuna have been of variable importance to the Oregon fishing industry over the years. In some years, due apparently to oceanic conditions, the fish do not appear in Oregon coastal waters, but the tuna catch has been as high as 22½ million pounds in a single year. A major factor in sustaining tuna production in recent years has been the importation of whole frozen albacore from Japan for processing in Astoria.

### Seek New Markets

Shellfishing is pursued for crabs in ocean waters and for clams in tidal areas along the Oregon coast. Late last year, a thriving new shrimp fishery developed off Oregon. Inauguration of this new industry was aided materially by reduction of a disproportionate poundage tax on shrimp during a special session of the legislature. The lowered shrimp tax now per-



Protected salmon resource principal basis of Oregon fisheries.



Commercial fisheries center activity at Astoria, Oregon.

mits Oregon processors to compete on a more equal basis with California and Oregon processors handling the same product.

Appropriate steps have been taken by Oregon through its Fish Commission to conserve and increase the production of the state's food fishery resources. The Fish Commission employs a highly-trained staff of 40 "fish scientists" who devote full-time attention to food fisheries' problems.

Major emphasis is given to the many intricate problems involved in maintaining salmon

runs in the face of ever-increasing pressures associated with the development of hydro-power and new industries in the state. Last year over 25 million fingerling salmon and steelhead were liberated in Oregon waters. A vigorous salmon rehabilitation program is being conducted to offset some of the past losses in fish production.

Expansion of the Oregon fishing industry will depend largely upon the development of new markets for several kinds of abundant ocean fishes which currently are not being utilized.

For nearly a century Bumble Bee Brand

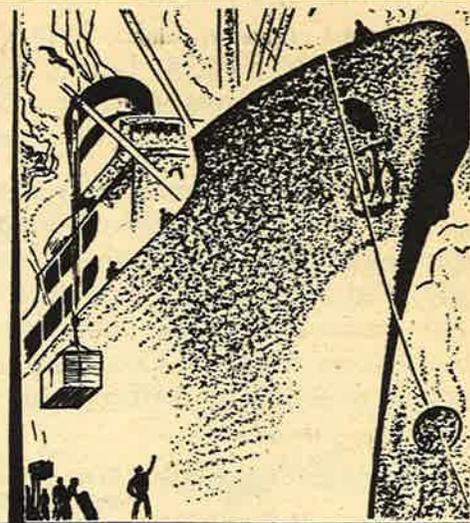
Seafoods have been packed in Oregon for America's tables. It is the most complete variety of quality seafoods in the nation.

Every product reflects the integrity of Oregon's men of the sea. No wonder experts always pick BUMBLE BEE.



COLUMBIA RIVER PACKERS ASSOCIATION, INC., ASTORIA, OREGON  
Tuna, Salmon, King Crab Meat, Frozen Seafoods, Seafood Delicacies

Ships that sail the Seven Seas



SAIL FROM

# St. Helens

OREGON

Here is a Port on the Columbia River that offers the industrialist everything for manufacturing expansion. Natural resources are vast... Low cost electric power and natural gas... Location is ideal—only 29 miles north of Portland down stream to the Pacific. A cooperative Port Commission invites you to "aim your site" on St. Helens.

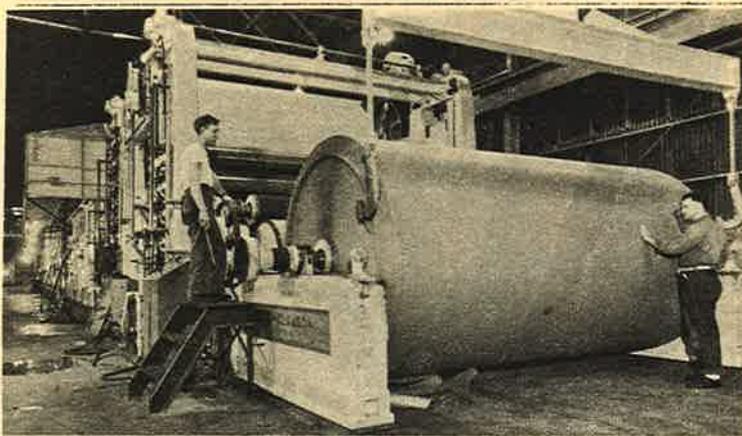
Write for the facts.

**PORT of ST. HELENS**

P. O. BOX 275, ST. HELENS, OREGON

HIGHWAY RAILWAY WATERWAY





Expanding pulp industry well-based on Oregon forest resource.

*Oregon, a good place to build...*

## State's Development Dept. Speeds Industrial Expansion

OREGON enacted major changes during 1957 designed to assist the expansion of present payrolls and create a more healthy climate for existing and prospective industry. Together, they have placed Oregon in a most favorable competitive position.

One of Robert D. Holmes' first requests when he was inaugurated Oregon's Governor on January 14, 1957, was to ask the Legislature to abolish the former Oregon Development Commission and create in its stead a new Department of Planning and Development.

The Legislature accepted his recommendations, created the Department, and provided a budget sufficient for a more effective program. The Governor selected as Director, Julius R. Jensen, former Director of Development for the State of Iowa and recently Development Director in two Washington communities.

### Picks Industry Leaders

He next chose an eleven-man advisory committee to work with the Department, with Mr. Sid Woodbury, industrialist, as chairman. Others selected were: Glenn Jackson, Medford utilities executive; Ira Keller, Albany kraft manufacturer; George Brown, Portland labor leader; James Hill, Pendleton grain and agriculture executive; William Wessinger, Portland beverage manufacturer; Lawrence R. Harvey, The Dalles light metals manufacturer; Ehrman Giustina, Eugene lumber operator; Gerry Frank, Salem retail merchant; Thomas Sandoz, Astoria fish and seafood packer, and Mr. C. B. Stephenson, Portland banker. Each member named to this strictly nonpartisan committee is well known throughout Oregon and the appointments have been widely acclaimed.

To ascertain at first hand the liabilities and assets of the state's economy the Governor and the committee decided it would be important and necessary to visit key Oregon areas and to talk with community leaders and citizens about their problems. The tour, during September, covering nearly all of Oregon's 96,000 square miles, was made by plane and auto in nine days. Over 6,000 persons in sixteen major cities attended the meetings and discussions. Problems discussed ranged from timber, agriculture, minerals, fisheries and potential new utilization of waste and present resources to transportation, water storage and flood control, access

forest roads, revisions of the tax structure, port development and freight rates.

The attendant publicity and public reaction to the visits were highly favorable and renewed determination to publicize Oregon's many assets. Chairman Woodbury accompanied the Governor, his Planning and Development Department staff, state officials and several members of the advisory committee on the tour.

### Tax Survey Underway

Taxwise, the Oregon Legislature met in special session in November 1957, reduced taxes and passed new laws extremely favorable to industry for a more healthy industrial climate. (See tax story page 18 for details.) In addition, the State Emergency Board in January appropriated monies to the Planning and Development Department to conduct a tax study of the State of Oregon. The department has engaged the services of Dr. John R. Sly, nationally known tax consultant of Princeton, New Jersey, to conduct the survey. The tax study, among other things, will include: (1) The impact of Oregon's tax structure on the economy of the state. (2) Its impact on the expansion of payrolls of existing industries as well as the invitation to new industries to establish within the state's borders. (3) Necessary recommendations for the 1959 session of the Oregon Legislature for whatever remedial measures found necessary as a result of the survey.

### Employees Own Site

Much emphasis has been given to the establishment of industrial parks during the past year. All are privately owned corporations and over thirty of them are strategically located throughout the state and offer special inducements to prospective. One such industrial park is owned and operated by employees of a large electronics firm. This is a unique situation and has created much favorable comment throughout the Pacific Coast.

New offices of the Planning and Development Department are located in Suite 720, State Office Building, Portland. An Economic Research Department invites inquiries regarding site locations and facts and figures regarding Oregon's economic potential for company expansion. Information and detailed plans regarding Oregon's many industrial parks can be secured from the Department.

# KEEP TIMES SQUARE GREEN!

(A Modest Reforestation Proposal from Oregon's Largest & Only Brewery as a Fitting Prelude to Oregon's Glorious 1959 Centennial Celebration)

Just picture what reforestation will do for Times Square! Cool and green, teeming with game, salmon swimming up-Pepsi Cola sign to spawn. Why, it'll be a little corner of Oregon! But let's start at the beginning...

The name of our Beer is Blitz. Perhaps we'd better spell it out for you so you won't claim later that you got us confused with some other beer because we mumbled. Please pay attention now: B-L-I-T-Z. "Beer" is spelled just the way it sounds.

It's hard to say what good this priceless knowledge will do you because you haven't a prayer of getting Blitz in New York or wherever it is you live; unless you live in the Northwest, which we doubt. Especially we like to think of you as living in New York, probably because we've always wanted to get ourselves a nice, old city with marvelous possibilities and do things with it. One thing we won't do is sell you our magnificent Beer of the Bright Cascades (as we say) although it'd very likely be the making of you.

You couldn't afford it. Supposing you rationed yourself to one bottle a day; the air-mail alone would stagger reason. For that kind of money you could move to Oregon and enjoy Blitz postage-free for the rest of your life. And some life! You'd love it. Oh, yes you would, too.

We realize that some of you may not be able to come to Oregon right this minute. To you stranded unfortunates—wherever you are—we will send, absolutely free, an Oregon Do-It-Yourself Kit: an Oregon Fir tree and directions for planting. If you don't have a yard or a window box you might set them out in pots on the street, though not under marquees; they grow to be a couple of hundred feet tall. Please let us know where you decide.

**SEND FOR YOUR FREE TREE TODAY!**

Blitz-Weinhard Company, Department W  
1133 W. Burnside Street, Portland 9, Oregon

Dear Blitz:  
I'd love an Oregon Fir, please send one. I'll let you know where I plant it and how it's doing. Give my very best to the gang. Sincerely,

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

P.S. You understand why I can't come to Oregon right now—I can't get out of that thing on Thursday. I'll be there for the '59 Centennial you can bet.



Oregon, a good place to build...

# Tax Reductions, Wise Controls Assure Good Industrial Climate, Expansion of Economy

**P**RUDENT tax controls, including a unique special session of the state legislature in 1957 to reduce taxes, and a well-balanced tax structure, best describe Oregon's fiscal status which has been comfortably in the black for the past 22 years.

Local political units are required to operate on balanced budgets, and their bonding capacity is strictly limited by law. A referendum may be invoked on tax laws and, if referred, they are inoperative until they have been approved by a popular vote.

### Balanced Program

Thus a series of checks and balances has kept taxes in check and given the state regular surpluses. When it appeared that the surplus was growing much larger than prudence required for the protection of the state's fiscal position, the Oregon Legislature, at the call of Governor Holmes, met on October 28, 1957, for the unique purpose of reducing taxes.

When the legislature adjourned three weeks later it had taken the following actions:

1. Reduced personal income tax rates by an average of 18.7 per cent.
2. Reduced local property taxes through an increase in the state's share of school support.

3. Eliminated property taxes as a source of state revenue.
4. Added loss carry-forward provisions to the income tax laws.
5. Allowed alternative realistic methods for computing depreciation for income tax purposes.
6. Provided for additional income tax credits for the blind and aged.

Other changes and corrections were made in the tax laws, including a reduction of an inadvertently high tax which was hindering the development of a newly discovered shrimp fishery. Not the least of the accomplishments of the special session was that it adjourned with the state's budget balanced and the prospect for a ten per cent surplus for the end of the biennium on June 30, 1959.

### Gives Tax Stability

The conservative approach has given Oregon's tax structure stability and has prevented sudden and capricious changes in the tax laws. Such modifications as have been made have come about as a result of careful studies by legislative committees, the State Tax Commission and independent groups. For example, many recommendations of the 1945 Oregon Tax Study Commission and the study by Griffenhagen and Associates

have been incorporated in the law. The 1953 legislature made substantial revisions in the income tax laws in order to bring them into conformity with federal tax legislation. A 1955 legislative interim committee, after an exhaustive study, concluded that Oregon's taxes compared favorably with those of the neighboring states of Washington and California.

Changes which have been made as a result of such studies include the state reappraisal program, reduction in corporation income tax rates and state withholding for personal income taxes. Currently a committee of the legislature is studying several phases of Oregon's taxes, including the important problem of timber taxation, and an independent tax study is being made at the request of Governor Holmes by Professor John S. Sly of Princeton University.

### Schools Rated Best

Despite Oregon's conservative attitude on taxes, the quality of tax supported services is high. Education, as might be expected in a state with New England influences, accounts for about 50 per cent of the general fund budget. Oregon's schools have been rated as "Best in the Nation" by "Look" magazine, and the literacy rate is the second highest in the nation.

The state's general fund rev-



Oregon's Tillamook valley furnishes world's best cheeses.

enues are derived mainly from income taxes on individuals and corporations, gift and inheritance taxes, liquor income (Oregon is a monopoly state), and insurance department revenues. There is no general sales tax, and gasoline is the only commodity subject to a selective sales tax. Oregon is free of gross receipts taxation, taxes on intangibles and taxes on household goods and personal effects.

### Uniformity Sought

Oregon's outstanding highway system is financed by the gasoline tax, and the \$10 annual automobile license. They are shared by counties and cities for road and street purposes. Oregon was the first state to use a gasoline tax for highway purposes.

Property taxes are reserved for the support of county, city and other local governments.

However, the state, through the State Tax Commission, has general supervision of the property tax system. There is currently in operation a state-wide reappraisal program which is scheduled for completion in 1964. The objectives of the program are the achievement of uniformity of appraisal and equality of assessment for all classes of property throughout the state. This program has received nationwide recognition by taxing authorities, and is being copied by other states.

The dependability of Oregon's tax climate, the emphasis to tax only when an individual or a business is making money, and the effort to accomplish progressive tax administration have caused leading economists to point to Oregon's tax structure as one good for its people and conducive to Oregon's growth.

## More Telephone Voiceways For Oregon's Future



Microwave radio relay antenna atop Pacific Telephone building, Portland, Oregon

### How we'll help build Oregon in the years ahead

**O**UR role in bringing new businesses to Oregon and helping present business grow is a vital one. Our job is to provide good, ever-improving telephone service for everyone.

We must be ready to meet communications needs, not just in 1958, but on into the future. We plan to spend \$20,000,000 on new facilities in Oregon this year. That will bring our five year construction program to more than \$120,000,000 by the end of 1958.

We're putting in more central office equipment, new radio relays to speed long distance calls even more—projects large and small in most all of the 90 cities and towns we serve.

As telephone people we are aware of our responsibility to bring our state the good telephone service needed today and in the years ahead.

The men and women of

# Pacific Telephone

in Oregon



## Planning to do business in Oregon?

It'll pay you to see U. S. . . . the bank that knows and serves Oregon



Ranking 27th among the banks of the nation . . . with 64 banking offices strategically located throughout Oregon and with correspondents in business centers throughout the world . . . U. S. National can serve your banking and business interests best.

Oregon's only home-owned statewide bank

Address inquiries to:

The United States National Bank of Portland  
321 S. W. 6th Ave., Portland, Oregon

*Oregon, a good place to play . . .*

## Sports Fish, Smelt to Sturgeon, Await Lures Of Anglers in Ocean, Lakes and Streams

ON a sunny spring day a man and his friend in a boat cut through the incoming tide off Depoe Bay with lures just right for a fifty-pound salmon.

Four hundred miles east another angler sat quietly on the banks of Owyhee Reservoir, occasionally breaking his reverie by pulling in his fishing line with another bass on the hook.

Midway between, a fisherman in waders cast a fly into a shaded riffle of the trout-filled Metolius River.

### State Helps Luck

And in a downtown Portland, Oregon, office building, a businessman closed up early with the comfortable knowledge that he was no more than an hour away from smelt fishing of the Sandy, sturgeon fishing of the Columbia, bass fishing of the lower Willamette, steelhead fishing of the Little Nestucca or trout fishing on the Clackamas.

These were five of an estimated 300,000 licensed anglers who take advantage of some of the world's best lake, stream and ocean fishing, and with any kind of luck they were all successful.

Key to the continued "luck" of Oregon's resident and visiting fishermen is the state's Game Commission which governs both game fishing and game hunting in the state's 96,000 square miles. Financed by

funds from the state's modest hunting and fishing licenses, the commission annually liberates over 12,000,000 fish in the Oregon lakes and streams. Over ten million of these are trout; another million are steelhead, and silver and chinook salmon.

Each year trout of catchable size are released in more than 300 heavily-fished streams of Oregon.

Operating 15 hatcheries in various parts of the state, the Game Commission gives Mother Nature a scientific assist in assuring bait-hungry fish for the anglers' hooks. It has continued to be the policy of the Commission as well to improve natural conditions for fish wherever possible to obtain the maximum yield. Stream clearance, pollution elimination, screening and laddering are all part of the effort.

### Variety of Fishing

Varied geography provides Oregon with a variety of fish and fishing conditions, an opportunity for all types of anglers.

Golden, eastern brook rainbow, brown, and cut-throat trout are worthy opponents for the trout purists. For those who like the warmer water species, the channel catfish, smallmouth and largemouth bass, perch, crappie and bluegills, to mention a few, are in the waters of the state for the taking.

In the larger class of fish, the tackle-busting steelhead gives even the most experienced angler his fill of thrills. The chinook and silver salmon, with whoppers taken on some streams to 50 pounds, are not easy on the blood pressure.

### Low-Priced License

Off the coast, a wide variety of ocean fish may be taken the year round without a license. And in the Columbia River, the granddaddy of them all, the sturgeon, provides a different type of angling. Giants of several hundred pounds have been taken here and in the Snake River.

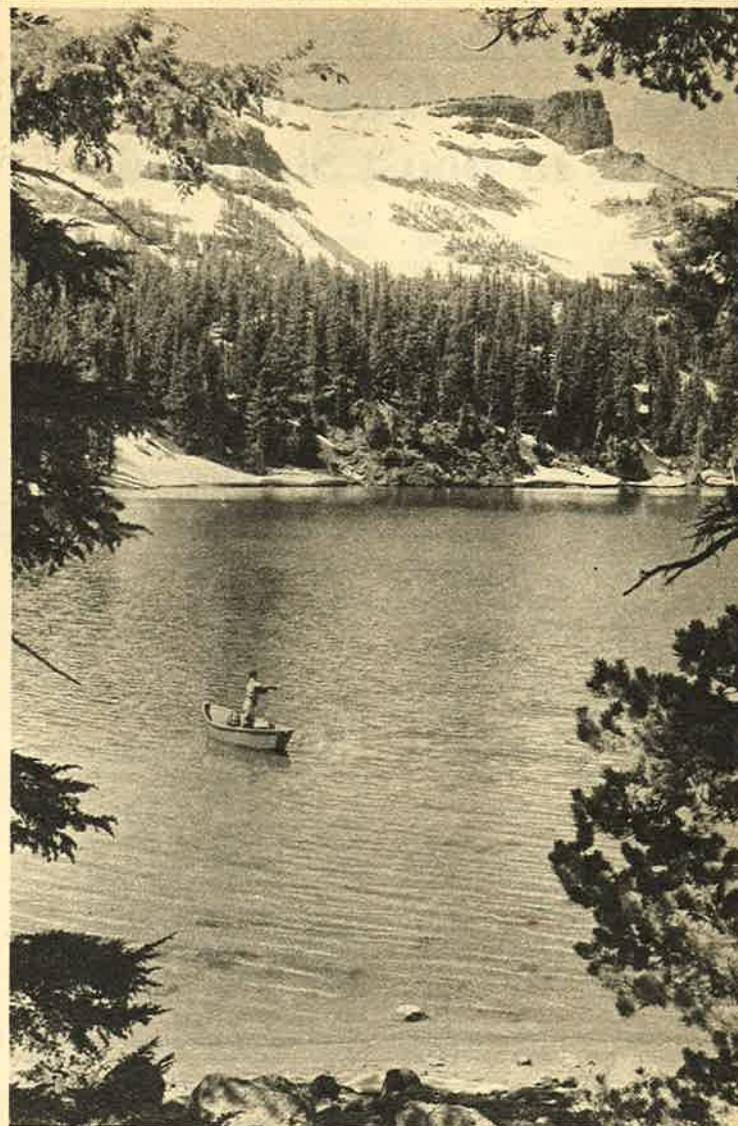
In all there are over a thousand lakes and 15 thousand miles of stream for the angler in Oregon.

Fishermen vacationing in Oregon will find a new twist in angling license fees which will definitely favor their pocket-books.

For the first time this year, any angler can obtain a one-day license permitting fishing for any game fish as well as steelhead and salmon. Cost of the one-day permit is \$1.

Cost of a non-resident angler's license good for the whole year is \$10 for fishermen 14 years of age and older.

Children under 14 years of age need no license to fish in Oregon.



Hundreds of accessible lakes, streams are fisherman's "dream."

# Look to OREGON for Your Industrial Expansion



## Look at Tektronix, Inc.

### Another Oregon Success Story

Just 12 short years ago Tektronix, Inc., was located in a small garage. Today they occupy this \$1,500,000 plant in Beaverton, Oregon, just five miles west of Portland. Covering ten acres of ground and with a 90,000 square foot plant, Tektronix, Inc., employs over 1400 trained people and markets oscilloscopes throughout the world. Here is an organization that is a typical partner in Oregon's booming industrial expansion. (Plans call for occupancy of an additional 130,000 square foot plant in Beaverton this summer.)



This is an oscilloscope made by Tektronix, Inc. The oscilloscope is an electronic instrument that provides a visible picture of changing electrical phenomena measured against time. Time, for example can be measured from minutes to less than a hundred-millionth of one second.



## The market is growing and living is fun

Friendly and fascinating Oregon is an industrial paradise . . . a land in which *you* should live.

You'll find 1576 ACRES of active and planned industrial districts in the Portland metropolitan area to choose from . . . districts that offer you the exact facilities you want. Fresh water harbors, 54 steamship lines, 5 railroads, over 100 trucklines, and 9 airlines stand ready to serve you. Raw materials are plentiful and a generous supply of both skilled and unskilled workers exists. And of course the availability of low-cost power is another big plus factor.

Add to this the easy-going, friendly living which you will enjoy in this great Oregon country and the picture is complete. Come to Oregon — a grand place in which to work and live.

## PORTLAND GENERAL ELECTRIC COMPANY

*Oregon's Pioneer Electric Utility*

### SEND FOR FREE LITERATURE

If you are interested in more information on Oregon and planned industrial sites, write for free literature or a custom survey. There is no obligation, of course. Direct your inquiries to:

Mr. A. N. Hoss, Manager,  
Area Development  
Portland General Electric Co.  
621 S.W. Alder  
Portland, Oregon

(Check one or both)

- Please send free literature.  
 I am interested in free custom survey.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Oregon, a good place to live...

## State Rates High in Health, Works to Boost Standards

**I**F babies had a choice of birthplace, Oregon's population could rapidly get out of hand.

What smart child, after even a quick glance at the statistics, would turn down a chance to be born in a state whose infant death rate is 20 per cent below the national average?

Last year's rate of 21.2 deaths per 1,000 live births, by the way, was the lowest in Oregon's history.

One reason for this record is the fact that more than 99 per cent of Oregon babies are born in modern hospitals (Oregon has built more than \$30,000,000 worth in the last ten years alone). Medical care is also more available (there is now one physician for each 882 people) and full-time local public health services cover 85 per cent of Oregon's population.

### Death Rate Low

Mothers, too, have a much better chance in Oregon, which established the nation's all-time low maternal death rate in 1951. Last year Oregon mothers had a 50 per cent better chance of surviving pregnancy and childbirth than the national average. Only one Oregon mother died for each 4,673 deliveries during 1957, compared to one per 1,000 ten years ago and one per 167 in 1930.

Oregon's death rate is also significantly below the national average. Last year the rate was 8.9 per 1,000 population, compared to the estimated national rate of 9.5. One reason is Oregon's excellent record against the communicable diseases. During 1957 the pneumonia and influenza death rate, despite the widespread epidemic of Asian flu, was 35.1

per 100,000 population, as against 53.3 for the nation as a whole. All other communicable diseases combined claimed only 5.1 per 100,000 population, compared to a national average of 6.6.

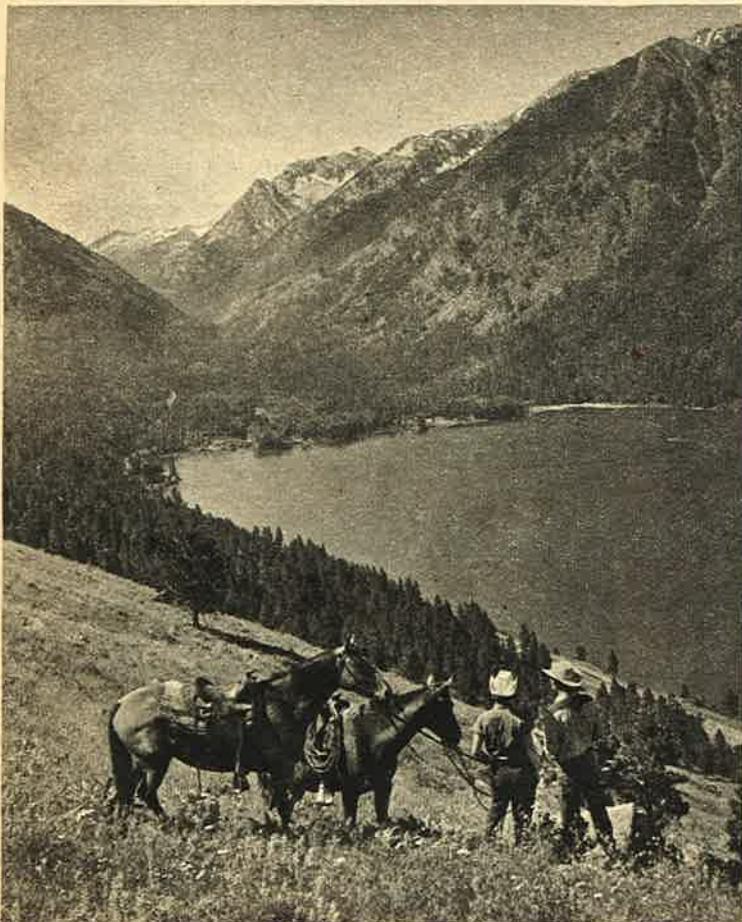
### Long Life Span

Tuberculosis, which stood as the state's leading reported cause of death when the State Board of Health was organized in 1903, last year claimed only 3.5 persons per 1,000 population, while TB nationally killed 7.7 per thousand.

Boy babies in Oregon can look forward to a life averaging 66.7 years, compared to a U. S. average of 66.4. Girls, however, can expect to be around 73.4 years, while their counterparts in other states average only 72.0.

Oregon can point with pride to many "firsts and finest" in the health field. It was the first, for example, to have a statewide air pollution control program. Health aspects of its motor vehicle driver license program have been extolled as a model for the entire nation. It was first to license nursing home operators, and all types of Oregon care facilities significantly have been free of the tragedies which have killed so many patients of such institutions in other states. The stream pollution control program, for which more than \$50,000,000 have already been expended in the Willamette basin by municipalities alone, is recognized as one of the nation's best.

Oregon can confidently lay claim to being one of the healthiest states in the entire nation. Oregon health officials confidently expect to be able to keep on making that statement for years to come.



Wallowa Mountains give Oregon Swiss-like attractions, beauty.



Oregon ocean ports, such as Reedsport, add depth to shipping potential of state.

## Commercial Ports Dot Oregon Coastline

**O**regon is blessed with a 300-mile front yard on the Pacific and at comfortable intervals along this scenically spectacular shoreline are busy ports of commerce for the area's inland products and industries.

Active ports, including Coos Bay which handles over three million tons annually and is the west coast tenth ranking, are the ports of Alsea, Astoria, Bay City, Brookings, Coquille River, Nehalem, Yaquina Bay, Port Orford, Siuslaw, Toledo and Umpqua.

Astoria at the mouth of the Columbia and Newport at the mouth of the Yaquina boast thriving fishing industries, and sizable fishing fleets put out

from both and smaller safe harbors up and down the coast. Coos Bay's water-borne commerce, with a heavy emphasis on lumber cargoes, includes all categories of traffic—foreign exports, imports, coastwise receipts, shipments, rafts and all the rest.

All the port areas, in various stages of development and capabilities, are connected with the inland by networks of highways, and/or rail lines and air lines.

In addition to Oregon's existing and potential in ocean ports, are the growing shipping facilities which are being developed along another 300 miles of shoreline, that of the Columbia River. Columbia River ports

already thrive at Arlington, Cascade Locks, Hood River, St. Helens, The Dalles and Umatilla.

An indication of the value of this major waterway to commerce is shown in the fact that a million and a half tons of cargo is logged at Bonneville Dam over 100 miles upstream from the river mouth. Orderly river development, including planned deep channel work in the middle river, is annually adding new potential to the Columbia's importance to freight transportation.

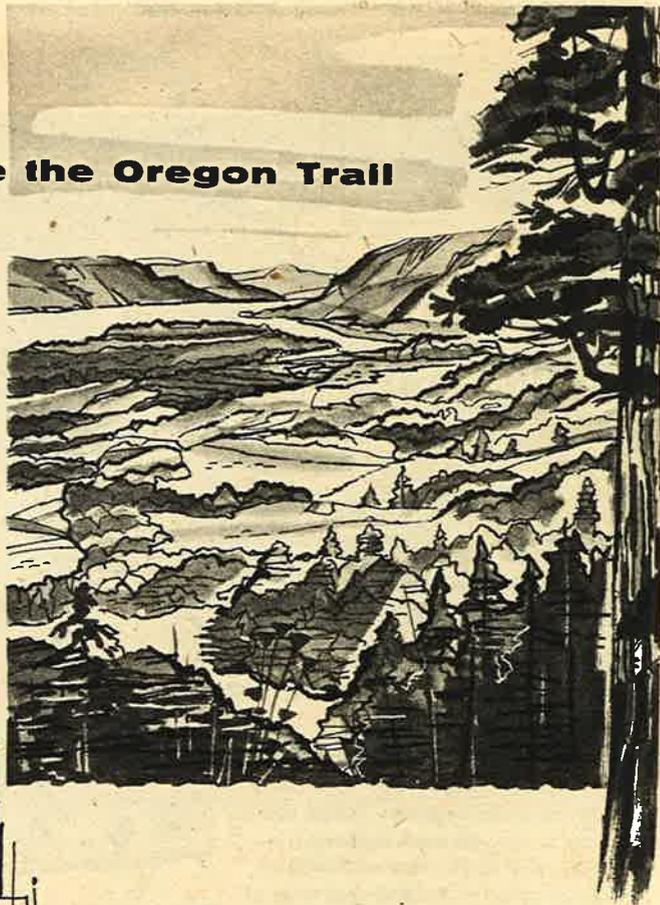
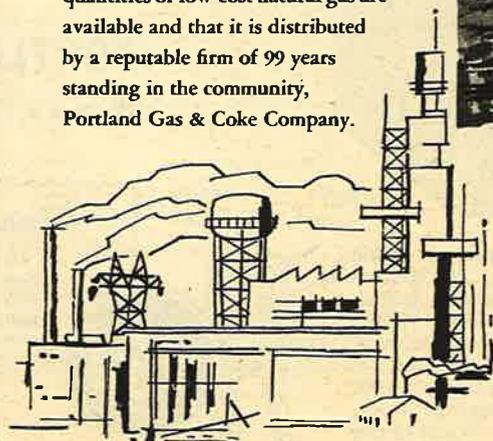
Both river and ocean ports have active Port Commissions engaged in providing new facilities for Oregon's growing economy.

## Just for Fun, take the Oregon Trail

Oregon beckons today to vacationist and settler just as it did a century ago. The streams still sparkle, the mountains still furnish a majestic backdrop and the surf continues to roar along a shoreline that is second to none.

It's a good place to work; it's a good place to play.

Should you plan a personal or industrial move to Oregon, you'll be glad to know that unlimited quantities of low-cost natural gas are available and that it is distributed by a reputable firm of 99 years standing in the community, Portland Gas & Coke Company.



**PORTLAND GAS & COKE COMPANY**

*Serving you for 99 years*

Oregon, a good place to build...

## Mineral Industry Paces Nation in 1957 Expansion

**T**HERE'S "still gold in them thar hills," and Oregon's mineral industry is digging out mineral wealth in \$37,600,000 bagsfull annually.

In 1957, for instance, which was the greatest in the State's history, the mineral industry set some U. S. progress precedents by being the only western state showing a notable increase in value. While the U. S. metallic mineral production was slipping down the shaft by some eleven per cent, Oregon's healthy production was on the increase by eleven per cent.

And some notable additions to the industry during the past year give bright and shiny promise that Oregon's mineral resources are going to give ever-increasing support to the state's economy. Heading to the production stage in recent months, for example, were a new lime plant, a new uranium processing plant, a major addition to the aluminum producing industry, and major additions to the Albany light metals industry.

### Grow to Meet Demands

For the old saw "all that glitters is not gold" there's a brand new mineral industry twist which places more value on the glitters. In fact a major portion of the whopping 150 per cent increase in mineral production over the last ten years is credited to such mineral raw materials as sand and gravel, stone, cement, light-weight aggregates and clay used in construction.

The increase emphasizes the essential nature of a local source of basic industrial minerals in order to satisfy demands of population and industrial growth.

Equally important as supplying building material is the contribution of the mineral industry in broadening Oregon's economic base. In the last decade, many new jobs and subsidiary businesses have originated from the establishment or enlargement of mines, mills, quarries, and smelting plants. Notable among these are the numerous developments in the field of electroprocessing of mineral raw materials.

### Nickel Adds to Growth

Since 1947 a new mineral in-

dustry has evolved in Oregon. This is especially true in the metallic field. In 1940 Oregon gold mines produced nearly one-half of its mineral wealth. Gold production has become negligible and as a result the former backbone of the State's early mining industry has been destroyed. However nickel has become much more valuable dollarwise than gold ever was, thus effecting a great change in Oregon's metal mining.

### Uranium Mill Due

Projects to be undertaken or continued in 1958 include building of a uranium mill, an experimental mine to establish feasibility of a coal-fired steam plant for generation of electricity, drilling of a bauxite area to determine if there is sufficient ore of a grade that would allow building an alumina plant, and completion of an aluminum reduction plant.

Construction by Harvey Aluminum of a multi-million dollar production plant capable of producing 108 million pounds of aluminum pig, ingot and billet annually represents an unusually bright opportunity for any aluminum consuming industry to locate in Oregon.

The new facility is the most modern aluminum reduction plant in the world. When it goes on stream in a few months, it will employ many hundreds of men on a year-round basis and consume more than 1 billion kilowatt hours of electric power annually.

The economic impact of the plant is even greater when subsidiary services required by the plant are taken into consideration. These include unloading of raw materials from ocean vessels into railroad cars, loading and shipment of aluminum ingot and pig, and handling of secondary supplies.

Eventually the company expects to dock ocean liners carrying alumina at The Dalles. Harvey's loading and shipping facilities are also being made available to other shippers for outbound cargoes of grain, lumber products, iron ore, and other mineral and bulk products.

## Helping Oregon Grow Since 1887

For over 70 years Southern Pacific has served populous western Oregon, helping settlers—and later, industry—to locate and prosper in this rich land.

Today Oregon is one of the fastest growing regions in the U. S. In 1957 new plants and expansion of existing plants on S. P. tracks in the state totaled an investment of more than \$41,000,000. These industries know the advantages of a location on Southern Pacific, which brings modern, progressive freight service direct to more Western and Southwestern communities than any other railroad.

If you would like to know more about a location for your company in Oregon, our Industrial Department will be glad to assist you—in confidence. Just contact any S. P. freight representative. They're located in principal cities throughout the country.

AND WHEN YOU VISIT OREGON,  
RIDE S. P.'s FAMOUS STREAMLINERS

S. P. "leads the way" to the West Coast—and up to Portland, Oregon—with famous streamliners over several transcontinental routes. See what the great state of Oregon has to offer. Plan now to attend Oregon's Centennial Celebration and International Trade Fair, Portland, June 10-September 17, 1959.



Network of rail lines, excellent highways link Oregon areas.

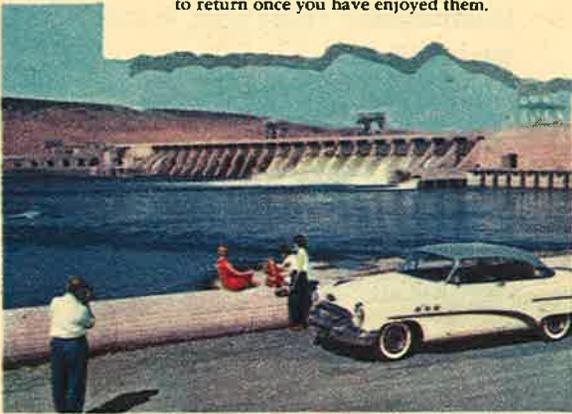


*"Once you have wet your feet  
in the Rogue River you'll return . . .*

to enjoy this beautiful stream again and again." So says an old Indian legend. This stretch of the river's sparkling waters is above Medford in Southwestern Oregon. The Indian legend, of course, could apply to many of Oregon's streams and lakes. The Metolius, Deschutes, McKenzie and Umpqua Rivers, born of either mountain snow or gushing spring, provide fresh-water activities of all kinds. Oregon's lakes, too, will thrill you with their crystal clear waters. We know you will want to return once you have enjoyed them.

## You're invited to play in **Oregon**

Everyone in Your Family will have carefree holidays in Oregon's cool, green playlands. Famed scenic highways will lead you to many *kinds* of vacation fun—to hiking and climbing above timberline on shining mountains...to sun, surf and deep-sea activities for 400 miles along the Pacific...to camping and woodcraft in shaded forests of giant evergreens...to riding and Old West life on open plateaus—to sightseeing in colorful wildflowers and geologic wonderlands. More than 200 State Parks await you, as do hundreds of distinctive community events. Oregon is a nearby state and a neighborly one. It has a wide range of accommodations ready for you. So, for a vacation you'll always remember, make this your *Oregon year*.



AMONG THE GREAT DAMS harnessing the power of the mighty Columbia River is McNary Dam, shown here. It is 35 miles northwest of Pendleton on highway U. S. 730.



See All of  
**Oregon**

by Driving Scenic Highways



**CHECK AND MAIL THIS COUPON NOW FOR FREE COLOR BOOKLET**

Travel Information, Room 1628, Highway Department, Salem, Oregon  
Please send me items checked:

- Color booklet, "Oregon, Cool Green Vacationland."  
 Map of Oregon Highways.  List of coming events.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

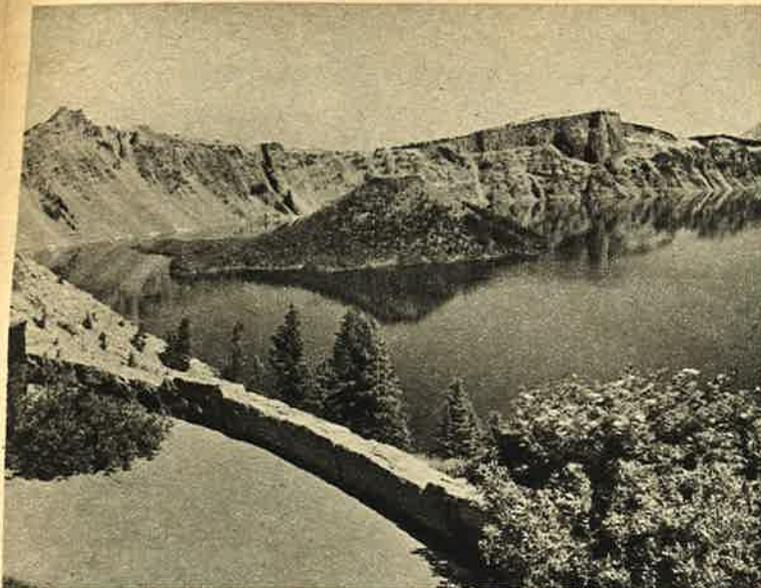
Coupon may be posted on postcard.

PACK TRIPS TAKE YOU to spectacular scenic grandeur in the towering Wallowa Mountains of Northeastern Oregon. These vacation-time riders pause at Ice Lake. This area is in one of Oregon's 13 National Forests.



# SOUTHERN OREGON

*Variety Is Infinite, Nature Unspoiled,  
In This Spacious Family Playground*



*Crater Lake, in beautifully-kept Crater Lake National Park in the Cascades, is one of the world's great scenic wonders and a must for all visitors. Easily accessible from Medford, Grants Pass, Klamath Falls, and other points.*

From the rolling plains and high plateaus of the east, down into the spectacular river canyons and lush green orchards of the central valleys, through the big timber and on to the rugged beauty of the Pacific Coast, Southern Oregon holds variety for the vacationist unexcelled by any comparable area in the nation. This is big country, but the motorist still finds it possible to enjoy a "buckaroo breakfast" at a guest ranch on the southeast plains, picnic beside the blue Pacific on the same day, and visit such a marvel of nature as Crater Lake en route.

**Contrast is a watchword in this fabulous family vacationland:**

On the eastern plateaus, all the atmosphere and flavor of the Old West as the rancher saw it a century ago; at Lakeview, the largest amateur rodeo in the world; hunting country, with 10,000 mule deer and 35,000 waterfowl

taken annually in Lake County alone; an old country, full of strange geological formations and on the shores of its ancient lakes, artifacts left, according to the Indians, by "some other people." Unlike most Western plateaus, an area of abundant water resources—in the Klamath Falls region, 104 lakes and over 1,000 fishing streams.

In the central valleys of the mighty Rogue and Umpqua Rivers, unexcelled sports fishing; thousands of acres of pear orchards and gladiolus fields; the historic gold rush town of Jacksonville, with one of the best of all Western museums; Jackson and Sardine Creeks and Rich Gulch, where 20th century prospectors still pan for pay dirt; embarkation points for thrilling white-water boat trips, through country which can be seen only from the river. In the towering mountains overlooking the valleys, hundreds of crystal lakes where boating, swimming, and water skiing are major sports; millions of acres of magnificent fir and pine, cut by forest trails for hikers and riders; the unsurpassed natural wonder of Crater Lake and the marble halls of Oregon Caves.

On the Oregon Coast, the mountains fall into the sea, leaving strips of sandy beach dotted with state parks and other recreational areas dedicated forever to public use. Oregon has more state parks than any other state, a large share of them in Southern Oregon. In innumerable recreation areas maintained by the Forest Service and by individual counties, modern camping facilities are available at a nominal cost. For those who want to relax in luxury, there are excellent resort, hotel, and motel facilities throughout the area.

**Whatever your vacation pleasure, you will find it in this 30,000-square-mile playground, where all outdoors is yours, and outdoor recreation is a way of life.**



*Shooting the rapids through Hells Gate Canyon on the lower Rogue.*



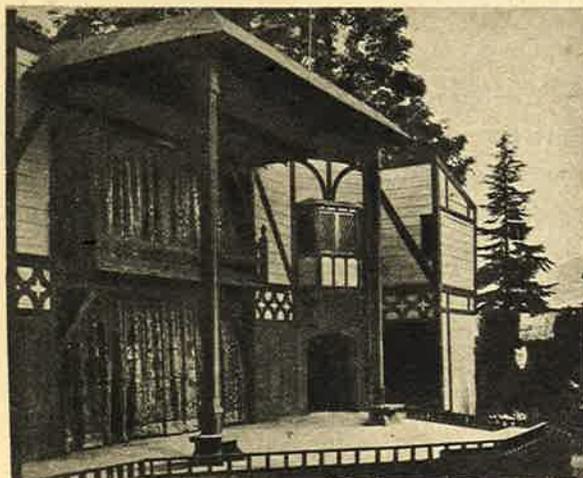
*Camping is popular at mile-high Diamond Lake in the Cascades.*



*Picturesque Oregon coast is bathed by warm Japanese current.*



*Reminiscent of the old West, buffalo graze on a ranch in Southern Oregon, against the backdrop of Table Rock, site of the signing of famous Indian peace treaty.*



*Replica of Fortune Theatre stage of 16th Century London is used by Oregon Shakespeare Festival, oldest Elizabethan theatre organization in the Western Hemisphere. Four plays presented nightly in rotation, July 28 through September 4, in Ashland.*



*Excellent highways and tourist facilities make travel easy for the motorist through Southern Oregon's rugged, spectacular countryside.*

**For further information on Southern Oregon as a place to visit—or a place to live—write Chambers of Commerce at Medford, Klamath Falls, Roseburg, Grants Pass, Lakeview, or Ashland, Oregon. For business and industrial opportunities in this resource-rich, growing area, write Industrial Development Dept., The California Oregon Power Company, Medford, Oregon.**



THE CALIFORNIA OREGON POWER COMPANY



## OREGON LABOR extends a cordial invitation to American industry

### THESE FACTS ABOUT OREGON LABOR ARE IMPORTANT TO YOU

**Oregon Offers a Reserve of Highly Skilled Labor.** Since 1931, Oregon labor and management have maintained an apprenticeship training program covering 90 trades and crafts. Registered as active training agencies are 1,231 business firms. More than 1000 leaders from labor and management participate.

**Oregon Was the FIRST State to Establish Labor-Management Committees to Foster Harmonious Relations and Eliminate Sources of Conflict.** The success of committees working to promote the development of industry and eliminate strikes and jurisdictional disputes is shown in the fact that strike idleness in 1956 was .02% of total estimated work time, as compared to a national average of .29%.

**Labor Productivity and Efficiency Are Far Above National Averages.** Oregon's work-

ing people are highly literate. This state ranks second nationally in the proportion of inductees passing Army educational tests.

**Racial Conflict and Prejudice Are Virtually Non-Existent in Oregon.** Labor has established statewide and local community service committees which work to promote the welfare of our communities and people.

**Oregon Labor Leadership Recognizes the Need for a Healthy Industrial Climate.** Oregon labor cooperated actively in establishing the State Planning & Development Department, and is represented on the Department's Advisory Council.

**Oregon's Labor Force Is Stable; Its Roots Are Deep in Oregon Community Life.** 65% of Oregon's working people own their homes.

Oregon Labor is deeply proud of the part we have played in helping bring about the rapid industrial development of our state during the past decade. Our records in productivity and favorable relations with management speak well for Oregon's future, and the opportunity offered here for new commerce and industry. We join with management in inviting you to look to Oregon as an ideal location for your firm's future expansion.



"Oregon has an efficient labor force of proven integrity. It is intelligent and unusually stable. Oregon labor has shown willingness and the ability to work with management and the community, to the mutual advantage of all concerned."

HILLMAN LUEDDEMANN, Vice President and General Manager, Lumber Division, Pope & Talbot, Inc.

**OREGON STATE  
LABOR COUNCIL  
A.F.L. - C.I.O.**

1316 S. W. 4th AVENUE, PORTLAND, OREGON

STATE OF OREGON SECTION, APRIL 6, 1958