

12-2-1921

City Club of Portland Bulletin vol. 02, no. 10 (1921-12-2)

City Club of Portland (Portland, Or.)

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Recommended Citation

City Club of Portland (Portland, Or.), "City Club of Portland Bulletin vol. 02, no. 10 (1921-12-2)" (1921). *City Club of Portland*. 14.

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"Harmony in
Diversity"

PORTLAND CITY CLUB BULLETIN

"Active
Citizenship"

VOLUME II

PORTLAND, OREGON, DECEMBER 2, 1921

NUMBER 10

FRIDAY, DECEMBER 2

Hotel Benson, 12:00 Sharp!

Ladies Day!

An Entire Program of Music

Music Week Festivity

PIANO SOLO

EMIL ENNA

QUARTET

MRS. HERMAN J. HUCKE, *soprano*

MRS. MITYLENE FRAKER STITES, *contralto*

J. ROSS FARGO, *tenor*

WALTER HARDWICK, *baritone*

MAY VAN DYKE HARDWICK, *at the piano*

BARITONE SOLO

JOHN CLAIRE MONTEITH
IDA MAY COOK, *at the piano*

VIOLIN SOLO

MRS. BERNICE MATHIESEN BAILEY

STRING QUARTET

TED BACON

WALTER BACON

FRANK EICHENLAUB

CHRISTIAN POOL

Wm. H. Boyer, Supervisor of Music in the Portland Public Schools will give a short talk in description of his work.

There will be no table reservations. Bring your ladies and come early.

1925 EXPOSITION COMMITTEE OF CITY CLUB PRESENTS FIRST PROGRESS REPORT

(For the convenience of City Club members the report of the 1925 Exposition Committee, read before the Club, November 25, will be published serially in the *Bulletin*. Statistics and charts of the Report will be included in a later Supplement.)

The City Club has endorsed the Atlantic-Pacific Highways & Electrical Exposition. In order to make this endorsement effective, and to secure the maximum cooperation on the part of the City Club with the Exposition authorities—a special committee on the Exposition has been appointed and herewith submits its first Progress Report. This Report is presented under the following sub-divisions:

1. Introductory.
2. Site.
3. Educational Possibilities.
4. Some data in connection with the Panama-Pacific Exposition.
5. General Remarks and Some Conclusions.

1.—INTRODUCTORY.

Our natural scenic features are one of the greatest resources that we have. California has capitalized hers into millions each year. Oregon, with at least equal natural advantages in this respect, can do the same. It will mean more in direct financial returns to Oregon to develop her natural resources (scenic resources) than does any individual industry which she now has; furthermore, many who come to play, will remain to invest in industries and farms, increasing our business in every way, as well as increasing the consuming public.

It is absolutely essential, however, to let the people of the United States and the World know what we have, in order to get them to come. This requires advertising of the most effective kind. There is no other form of advertising

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PORTLAND CITY CLUB BULLETIN

Published Weekly By

THE CITY CLUB OF PORTLAND

Office of the Club . . . 1010 Northwestern Bank Building
Telephone Main 7369

Subscription Price \$1.00 per year

Entered as Second Class Matter, October 29, 1920, at the postoffice at Portland, Oregon, under act of March 3, 1879

"To inform its members and the community in public matters and to arouse them to a realization of the obligations of citizenship."

CITY CLUB OFFICERS

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GEORGE E. MURPHY	First Vice-President
FREDERICK S. COOK	Second Vice-President
ELLIS R. HAWKINS	Secretary
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EDGAR H. SENSENICH	1917-18
H. ASHLEY ELY	1918-20
ROBERT R. RANKIN	1920-21

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House	M. D. WELLS
Soldiers' Memorial	WINTHROP HAMMOND
1925 Exposition	ELLIS F. LAWRENCE
Scenic Preservation	THORNTON T. MUNGER

CITY CLUB NOTES

Bowling true to form the City Club crushed another Kiwanis team, Monday night, 2584 pins to 2238 and retained its place at the head of the Club League. Stanford rolled high with an average of 183; Stenstrom, 178; Stiles, 176; O'Neil, 160, and Osborn, 157. Every City Club man who has ever bowled, or wants to bowl, is asked to meet with the Bowling Committee at the Oregon Alleys, today noon, Thursday, for practice.

Corvallis was host for the older boys' conference, November 27. The session, which was attended by boys work directors of the state, was the largest and most successful the movement has held.

The Frazer Home was visited again this week by representatives of the Boys Committee of the City Club. On Tuesday night Dr. J. Earl Abbett, of the City Club, instructed the youngsters in group singing. Members of the Committee enjoy the visits as much as the boys and girls.

Friday will be "Ladies Day" at the City Club Music Week luncheon. No tables will be reserved. Come early if you wish to form parties up to six places. This is the first opportunity members have had to bring their ladies to a City Club noon meeting.

City-County Consolidation talk was heard at a tax meeting last week in Portland. The City Club has a Committee that has been directed to prepare a report on this live subject for the information of members.

APPLICATIONS FOR MEMBERSHIP

The following applications for membership have been received and will be presented for the approval of the City Club on Friday, December 16th.

W. M. MacKAY,
Pres., N. Pacific Lumber Co.
TOM N. MONKS,
Owner, Portland Boiler Works.
OLIN WILLS,
Student.
W. H. FAYLE
Salesman

CITIES MAKE PROGRESS

"It wouldn't be possible for anyone today to write a book like 'The Shame of Our Cities' so great has been the improvement in city government during the past fifteen years," stated Samuel C. May on Monday at a meeting of the City Club Governors and Committee heads. Mr. May is a former Portland school man who is now enroute to the University of California to establish a bureau of municipal research after having visited similar organizations throughout the United States and Europe.

Cities are now crying out for better men in government, the speaker said. Laxity in city rule in the past was due to the fact that the best brains went into private enterprise. England escaped this problem because of the tradition that calls for its best men to go into public service. With the present advance of the city manager form of government and the application of corporation principles to city rule, better men are studying for public service.

Mr. May explained the work of other clubs and stated that the Portland City Club was one of the few that was engaged in municipal research work. He credited Portland with having a progressive government and said that the cities of the United States are now far ahead of European cities. The Public Library here, he stated, is better and more usable than any visited in England.

The meeting, which was held in the Tyrolean room at the Benson, was a profitable one and was attended by an interested group of members.

LUTZ SPEAKS

Professor Ralph H. Lutz, of Stanford University, described the Hoover War Collection for City Club men last Friday and closed his address with some illuminating remarks about present day conditions in Germany.

The war collection, now being assembled at Stanford from all parts of the world, was made possible by Herbert Hoover. State documents of great importance have been secured, but secrecy demands that they be kept under locks for a generation. Diplomatic papers, newspapers, magazines, pamphlets, economic material, a wealth of material showing the effect of the war on peoples and nations make up the collection.

The collapse of Germany, Mr. Lutz stated, is responsible in large measure for the world economic collapse. He criticized France for her military attitude toward Germany today.

1925 Exposition Report

Continued from page 1

that can equal a World's Fair properly handled. It must, however, be thoroughly and truthfully advertised, and then it must meet all expectations—and more.

While it is evident from an analysis of the expenditures of the Panama-Pacific International Exposition that the "1925 Exposition" cannot compete in magnitude, your Committee believes enthusiastically in the possibilities of attaining the same high standard of aesthetics which made this last great Exposition the talk of the world. Therefore, our slogan might well be a "Gem of an Exposition," not "The Greatest Show on Earth."

With this in mind, the necessity of a site for the Exposition giving an extended mountain-view and incorporating in it beauty of topography and natural features—is apparent. If we have six million dollars to build with, let us have a real six million dollar Fair. If we can get fifteen or twenty million dollars, we can, of course, do far better, and the results of the appearance of the Exposition, and the stable and lasting returns to this country from this form of advertising, will be far in excess of the increased cost, whatever that may be.

If we are to build a Fair for six million dollars, it is all the more essential that lost motion be eliminated. We should strive to avoid, as far as possible, pitfalls of other Expositions.

The aesthetics of this Exposition will undoubtedly be largely responsible for its success or failure in the eyes of the World. The smaller the sum available, the more important, if possible, this becomes.

Technical Board Needed

This Fair is featuring electrical development, and the importance of the electrical features cannot be overestimated. The possibilities for electrical display for esthetic and spectacular effects of unusual character are unlimited. A close alliance, therefore, between architects and engineers is absolutely essential to the working out of a satisfactory Exposition. The dangers of de-centralization and lack of co-operation between the departments handling construction and those handling sculpture, landscaping, architecture, painting, color, lighting, etc., as found in the handling of other Expositions, are very serious matters.

It is suggested that a Technical Board and a Fine Arts Commission be formed, through whom

would function the various bureaus having in charge the design and construction of the Fair, subject only to the Fair Directors. This will eliminate the chaotic condition which results in lost time and effort, as well as money—to say nothing of the possible destruction of the aesthetic effect of the Exposition as a unit.

Such Committees should be composed of individuals competent to pass upon the various aesthetic and technical questions that will confront them, and each member should be a specialist in his or her line.

Make A Product Of Northwest

This Fair should be a product of the Northwest, primarily, and of the West, secondarily—only going beyond the confines of the West where equivalent in talent and material cannot be obtained west of the Rocky Mountains. The public does not want to spend its money to exploit the products of the East, and will not willingly give, if they feel it is to be used for this purpose.

Many public improvements are already contemplated by the citizens of Portland. Others will be needed to put our city in proper shape to receive the World in 1925. These improvements should be undertaken with the critical eyes of our visitors in mind, and a high standard of aesthetics be secured.

Portland and the West in general are noted for hospitality and plans should be made to realize on this great aspect, by training every citizen to be thoroughly familiar with his City and with the Northwest, and to feel that a great responsibility lies upon him, individually, to see that our visitors are properly cared for.

Your Committee is impressed with the great possibilities of the Exposition in educational fields, as well as in exploitation of the State.

2.—SITE.

The necessity for an early and wise choice of the site must be readily appreciated. Three years is all too short a time in which to properly study and execute the physical and aesthetic phases involved.

Surveys and the design of the Block Plan will take several months. Plans of the structures and the embellishment of them and the grounds cannot be started until the Block Plan is fixed. Practically one year was taken to prepare the Block Plan of the Panama-Pacific Exposition, *i. e.* from late in 1911 to late in 1912, from which date until February 1915, when the Exposition was opened, plans of structures were made and their erection accomplished.

The Assistant Director of Works of the P. P. I. E. has stated that at least 120 solutions of the Block Plan were made before the selection was fixed upon.

As in the past, the artistry of the finished product will be the most important factor in securing the Worlds' approval. Artistry cannot succeed under pressure. It takes patient and prolonged study to produce beauty.

Success Depends On Site

The Committee feels that the success or failure of the undertaking is tied definitely to the character and location of the site. Portland is admired by visitors for special characteristics, which make it unique among American cities. It is these characteristics, largely, which justify the pride Portlanders take in their city.

The utilization of them in the site for the Exposition is good business and really essential in the eyes of this Committee. Failure to do so will mean a lack of the popular support needed to insure the financial success of the undertaking. It will further preclude much of the hoped for benefit to the community, as it will not properly present to the world our natural beauties. That the site must be accessible and economical to purchase and handle, goes without saying, but your Committee feels that a grave mistake will be made if beauty is not made an essential.

The site of the Lewis & Clark Fair was perhaps the most important factor in its success. It gave excellent mountain views, Portland's principal scenic asset. It had excellent background of verdure clad hills, another feature typical of our city. Water motives abounded. Natural plantation added its charm and good soil made possible further beautification by the flowers and shrubs that Portlanders too often take as a matter of course, while to visitors they seem luxuriant and unusually beautiful, as well as typical of the Rose City. The Fair was seen to great advantage from a large area, especially from several important traffic ways. There should be no lowering of this standard in the 1925 Exposition.

CITIES AND CITY CLUBS

The Milwaukee City Club now has a weekly bulletin, the City Club News. The Club announces a program on the early history of Milwaukee for a recent meeting.

Upon the completion of its new clubhouse, the Washington City Club has been making an active campaign for new members.