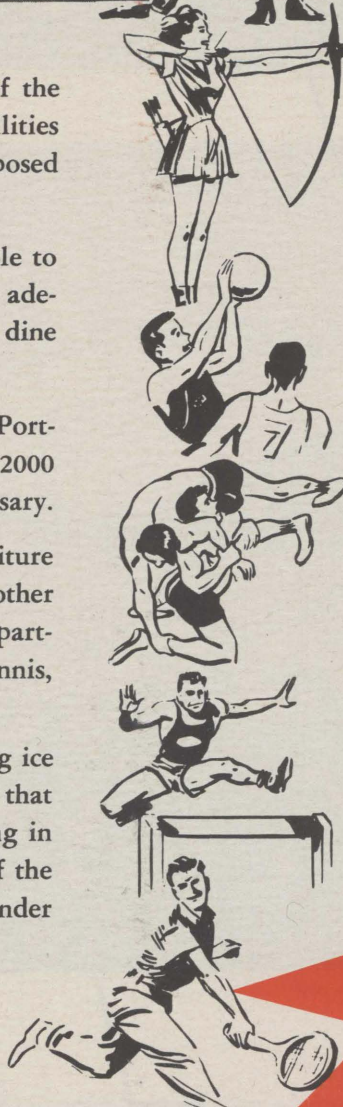




Because the main auditorium will have facilities for providing ice for the Ice Follies and other ice shows it has been recommended that the same plant be used throughout the year to provide ice skating in a section of the great exhibition building thus making dual use of the same investment and providing an income from a recreation under high demand in Portland.



MILWAUKEE
New Coliseum . . . Capacity 12,000

HOUSTON
New Coliseum . . . Capacity 15,000

DES MOINES
New Coliseum . . . Capacity 13,500

SPOKANE
New Coliseum . . . Capacity 9,000

VANCOUVER, B.C.
New Auditorium . . . Capacity 10,000

SYRACUSE
New Coliseum . . . Capacity 9,000

KANSAS CITY
New Auditorium . . . Capacity 15,000

BUFFALO
New Coliseum . . . Capacity 13,000

ST. LOUIS
New Coliseum . . . Capacity 18,000

FORT WAYNE
New Auditorium . . . Capacity 9,000

OMAHA
New Coliseum . . . Capacity 9,212

Issued by Mayor's Advisory Committee
Ormond Bean, Chairman; Tom Humphrey, Secretary
1220 S.W. 5th, Portland 4, Oregon

This Is a Sample of Progress That Has Been Made in Livestock Industry

One of the important factors back of livestock development in the northwest has been the Pacific International Livestock exposition. Because its old home has had too many birthdays, big crowds can no longer use it. The building, now used as a warehouse, has been earning a gross return of \$12,000 a month. The buildings are in good repair and can serve as desirable warehouses for many, many years to come.

advisory committee envisions for Portland. Last year more than \$30,000,000 was paid to livestock growers for stock delivered to Portland. Much of this sum found its way into Portland's business blood stream.

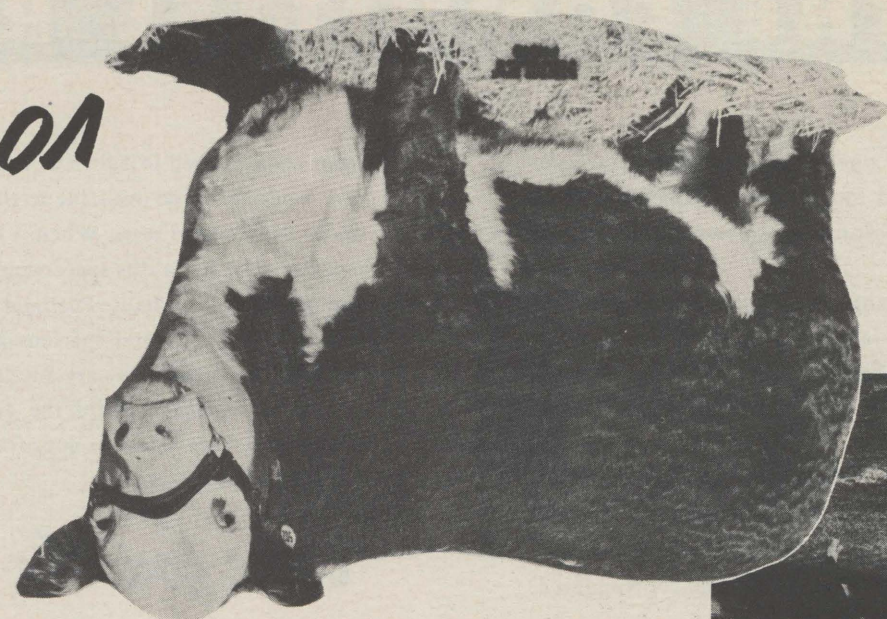
Deliveries of livestock to the Portland yards included 33,000 truck loads. This meant that every business day of the year an average of 110 trucks unloaded livestock, the driver collected a sizeable check then returned home via Portland business establishments. In a high percentage of cases the wife accompanies the husband on these trips so

Help Put Portland Ahead!

- Conventions
Basketball
Circuses
Ice Follies
Livestock Shows
Trade Shows
Auto Shows
Home Shows
Ballets
Ice Shows
Indoor Track
Pageants
Sports
Carnivals
Church Services
Boxing
Political Rallies
Big Banquets



Part of big building will be a war memorial. Names of all Oregon boys who died in World Wars I and II and in Korea will be emblazoned on bronze plaques. There will be murals of historic battle scenes.



To the left is a picture of a fat steer in a 1909 sales ring.

To the right: The 1953 Pl Champion. Note the shorter legs, the heavier body, the improved meat production.

WHY WE NEED TO VOTE

\$8,000,000 in low interest bonds

The mayor's advisory committee recommends that the voters authorize the underwriting of an \$8,000,000 bond issue for these expenditures:

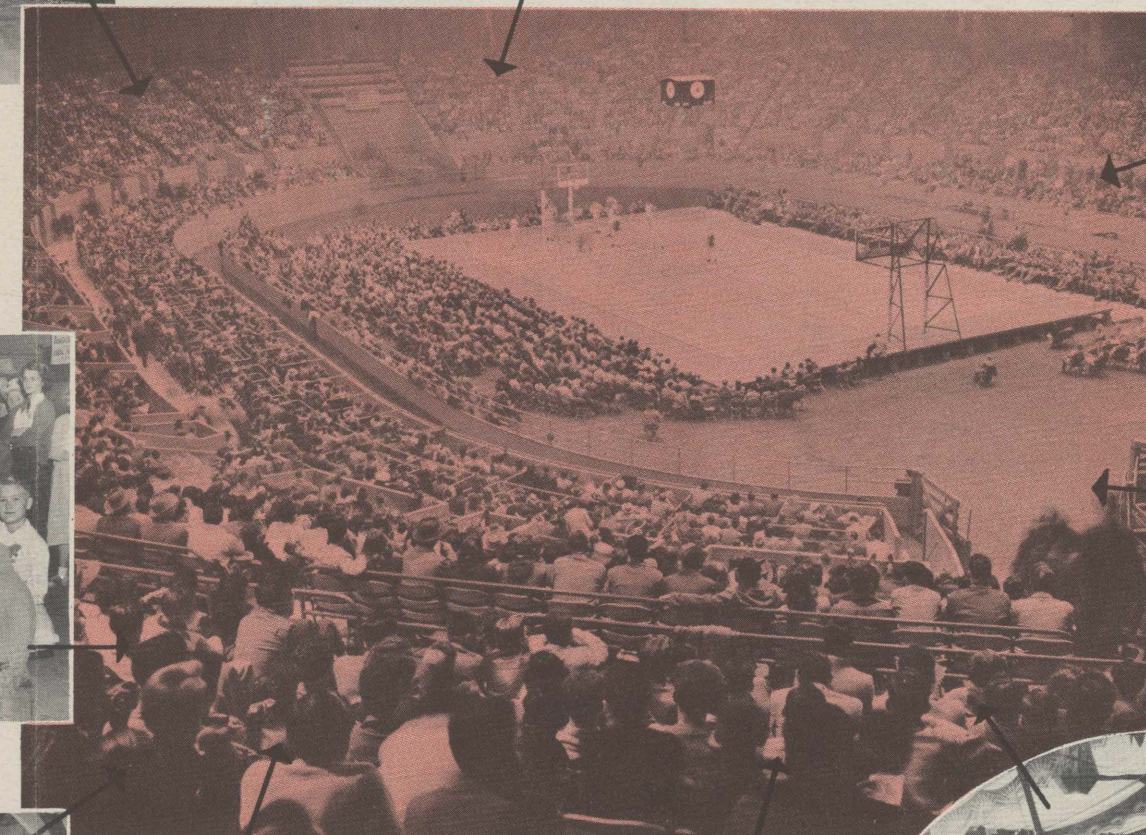
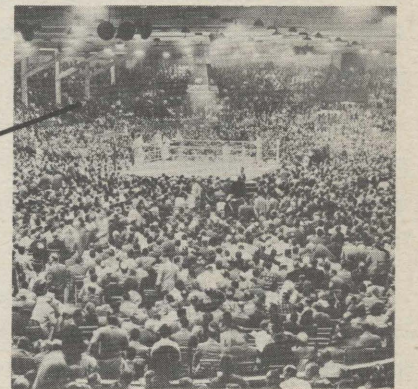
Main exposition building	\$4,750,000
War Memorial Section	250,000
10-acre exhibition building	1,000,000
Acquiring property	
Making fill for industrial sites	
Building access roads	
Paving 50-acre parking area	2,000,000
Landscaping grounds	
Total	\$8,000,000

If the taxpayers should have to pay these full costs it would require—on present valuations which have increased every year—a levy of 9/10 of a mill for 20 years. With the average assessed valuation of Portland homes given as \$2500, this would mean that the average home owner would pay \$2.25 per year for 20 years.

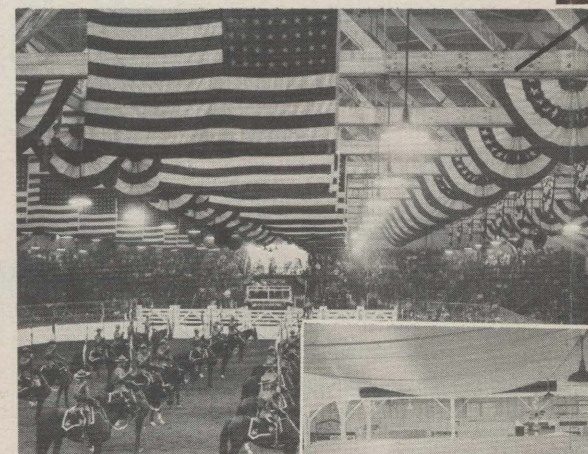
If the recommendation of the committee is followed and the Vanport area program is adopted, the committee can see a direct return in ten years of at least half the sum requested. Such a program would cut the expense to the taxpayer in half.

It is the judgment of the committee that the other half would be returned to Portland many times through indirect means. In other words the gatherings that would be attracted to Portland would bring many millions of outside dollars into the city's trade channels.

Invest in Portland's Future
Vote for the Exposition and Recreation Center!



© Joe Rosenthal



WHY THE COMMITTEE RECOMMENDS THE VANPORT AREA:

It would eliminate the hazard to one of our main traffic arteries and the threat to Portland trade and tourist travel—whether real or fancied—that would result from locating an ammunition dump in West Vanport.

It would seal off for all time the danger of a repeat flood by making an extensive fill—160 acres to start—along the railroad line through which the flood came and would provide sorely needed industrial sites with rail connections on which to build enterprises that would increase Portland payrolls.

Four paved roads now lead to the spot which the committee has suggested as the building site. They feed the location from Denver avenue, Union avenue, Marine Drive and Swift boulevard. Direct connections with Lombard and Columbia boulevard are also contemplated. No spot in Oregon would be more accessible.

The spacious grounds which would be acquired on which there could eventually be separate homes for the Oregon Historical Society museum and the Battleship Oregon museum. To save these museums

from being moved to Salem as is threatened at present, spacious quarters would be made available to them on the sides of the big coliseum under the elevated seats. When it becomes possible to provide separate structures for them this space would be converted to committee rooms and small meeting halls. Portland needs a new armory. Having available a suitable site and spacious parade grounds could speed the appropriation of the necessary funds.

The authority to build the exposition and recreation center the voters have been asked to approve does not tie the commission which it would set up to any site.

Vote for the
EXPOSITION and RECREATION CENTER

Legend

A—Suggested site for coliseum.

B—Flood preventing fill to make industrial sites.

C—Access roads.

D—Property which Pacific International Livestock Show would deed to the city.

