

Portland, Oct. 12, 1916

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Council

To the Mayor and Board of Commissioners
City of Portland, Oregon

RECEIVED

OCT 14 1916
R. ALBEE
Mayor

Gentlemen:

Sometime next week the judges appointed for the purpose will select a slogan from among those submitted in "Slogan Contest" now being held under the auspices of the Portland Chamber of Commerce.

The nature of the slogan is that it shall inspire a sense of loyalty, duty, enthusiasm, and affection, in the minds and hearts of the citizens and children of Portland, to the end that civic pride, or civic personality, if you please, shall be engendered to the highest degree.

The question has been asked: "What are you going to do with the slogan after you get it?" There are many ways in which the slogan may be used to ~~advantage~~ the advantage and betterment of our city Portland, but to my mind the greatest good will be attained if used in connection with a municipal flag.

It is for the purpose of urging your honorable body to adopt a municipal flag that this letter is written.

" Portland has been far behind other cities in the adoption of a municipal flag. According to information obtained from the ordinances and replies received from city officials of cities of the United States having a population of over 30,000 the following cities have officially adopted municipal flags:

- | | | |
|---------------------------|------------------------|------------------------|
| 1. Altoona, Pa. | 12. Jacksonville, Fla. | 23. Reading, Pa. |
| 2. Atlantic City, N.J. | 13. Kansas City, Mo. | 24. Richmond, Va. |
| 3. Baltimore, Md. | 14. Lancaster, Pa. | 25. Rochester, N.Y. |
| 4. Buffalo, N.Y. | 15. Lawrence, Mass. | 26. San Francisco, Cal |
| 5. Camden, N.J. | 16. Lebanon, Pa. | 27. Schenectady, N.Y. |
| 6. Cleveland, O. | 17. McKeesport, Pa. | 28. Scranton, Pa. |
| 7. Colorado Springs, Col. | 18. New Rochelle, N.Y. | 29. Toledo, O. |
| 8. Easton, Pa. | 19. New York City. | 30. Wilkes-Barre, Pa. |
| 9. Erie, Pa. | 20. Philadelphia, Pa. | 31. York, Pa. |
| 10. Harrisburg, Pa. | 21. Pittsburg, Pa. | |
| 11. Huntington, Pa. | 22. Providence, R.I. | |

" Two cities possess municipal flags and standards, which are generally used for municipal purposes and displayed on various occasions, but have never been legally adopted. These two cities are New Haven, Conn., and Springfield, Mass.

" Plans are under way for the adoption of a municipal flag in the following cities:

Boston, Mass; Dayton, O., Tampa, Fla., and Waterbury, Conn.

" In the city of Boston an ordinance to this effect is at present pending before the City Council.

" In Pennsylvania more than a dozen cities possess municipal flags, each bearing a design indicative or symbolical of the industry, ideals, and history of the city. The city flags are not of ancient origin. Nearly all have come into being in quite recent years. So many cities in the state have adopted typical local municipal flags that it seems likely that eventually all other cities and towns of the commonwealth will do likewise, and each will be able to display its own municipal standard.

" Municipal flags have usually been adopted by cities at that period in their history when the civic spirit was strongly in the ascendancy and every phase of municipal life, both public and private, assumed a triumphal aspect. "Sleeping Assets", new and dormant energies, as well as new ambitions at such a time, were galvanized into active dominant forces. Municipal flags, when adopted by these cities never symbolized a retreat or an order to halt. The sole watchword and command of the municipal flag is the slogan "Forward".

REASON FOR MUNICIPAL FLAG

" A municipal flag can be used to great advantage on all public occasions, as well as being distinctive and emblematic of the municipal ideal and representative of its spirit of progress and development. It is indicative of the continuity of the city's history, endeavor and achievements during the process of time. Usually the adoption of a municipal flag by a city indicates its awakening to a new civic spirit of the highest order, the possession of broader and more far sighted municipal conceptions and convictions and the dawn of a community spirit devoid of the bickerings of the political parties and of self-seeking private interests or individuals. A municipal flag will arouse civic pride and allegiance to home industry and form a rallying point for the plans and deeds which make for better conditions and better citizens. A municipal flag instills a sense of duty towards the community and city into ~~hearts~~ the hearts of citizens and children, engendering that spirit of progress which serve to make a city or community great. Such sense of duty develops a sense of public spirit which basically is the key-stone of city building and planning.

INSPIRATION IN PUBLIC SCHOOLS

"In the present day, pupils in the public schools are taught not only American history, but an attempt is made to teach the children the history of the city or community in which they have been born and reared and where they hope to live in the future. Children are taught community civics in order that they may learn to conduct themselves with due regard for the welfare of the city and community of which they are members. Young children receive their inspiration of the history of the past from pictures, anecdotes, histories, and studies of the lives of great men. They are taught the history of the hardships of the early pioneers in order that they may appreciate the terrific struggles and trials borne and suffered for the benefit and advantage of future generations. As a stimulus to this appreciation, patriotic celebrations are held periodically in the public schools on the occasions of public holidays and on the anniversaries of momentous battles and the birthdays and deaths of great men and heroes. The teacher therefore, feels that things which appeal to the imagination, arouse the emotions and strengthen the interests of school children, contribute to their sense of historic and social feeling, social thought and social action.

" The daughters of the American Revolution in order to stimulate interest in American history have from time to time placed placed pictures and statuettes in the public schools. Statues of the American minute men and of the hardy explorer and conqueror of the great West, George Rogers Clark, have in each instance given decided impetus to the study of the part taken by these heroes in history.

" Chicago was probably the first city to introduce its elementary schools the study of community civics. Such study ~~and~~ assists the pupil in becoming familiar with the community in which he lives, in knowing what the city government does for him in every-day life and how it does it, the obligations he is under to the community, in respect to the main functions of exemplary citizenship. The city

government is the chief governing body with which the child, similar-ly to ~~with~~ most adults, comes into intimate relations and his first basic relation with ~~the~~ community life is as a member of the city or village or other smaller community. His first clear concepts of loyalty, responsibility, obedience to law and co-operation with public officials are formed in his local community. The pupil is taught the flag salute and the civic creed, the activities of the policeman, the fireman, the letter-carrier, and of the inter-dependence of these various groups of public servants in public life.

"In order to furnish the child with some concrete representation of the civic organism of which he is a part, of the relations he bears to and of the interests he has in his local city or village, a visible emblem or symbol in the form of a municipal flag should be adopted by the community.

"The municipal flag as the visible representation of the corporate existence of the City of Portland ~~portrayed~~ in colors and in picture in textbooks, would indicate in the rising generation reverence for and loyalty to the city and its history.

REQUISITES FOR A MUNICIPAL FLAG.

"A municipal flag in order to be available as a suitable selection should embrace certain important requisites, such as historical association dating back to the earliest periods of the city's history artistic and decorative qualities and sufficient originality to make it distinguishable from all other flags adopted by various cities, states and nations.

" A municipal flag should be expressive and symbolical of the following: A robust civic ideal; a common aim and purpose; the history, ambition and endeavor of the people whom the flag supposedly represents; a new civic spirit; peaceful industry, moral, material and civic progress and achievement.

KINDS OF MUNICIPAL FLAGS

"A number of cities have adopted various styles of municipal flags ~~xxxxxxxxxxxxxxxxxxxxxxxxxxxx~~ suitable for use on various occasions and for different purposes. Philadelphia has not only a civic flag or standard, but likewise a city ensign or merchant flag, a city pennant, and a city streamer. The municipal flag of Kansas City is designed in the shape of a pennant. Boston in its proposed ordinance provides for a municipal standard and a city flag. Pitts-burg has adopted a civic flag or standard, as has also the city of Providence.

DESIGNS OF MUNICIPAL FLAGS

" A summary of the municipal flags in use at the present time involves a detailed description of the composition of each. However, it is found that such municipal flags are designed in the main according to certain well established principles and contain specific essentials, such as provisions as to color, size or dimension, mottoes and inscriptions. Detailed descriptions of the municipal flags adopted in various cities may be had at the public library.

" As a rule, the various cities possessing municipal flags have their respective city seals or coats of arms emblazoned upon the colors. Philadelphia requires that the city arms as borne upon the city seal be emblazoned upon the civic flag or standard. The city ensign, or merchant flag, the city pennant and the city streamer shall have displayed upon their respective colors the crest of the city arms.

METHOD OF SELECTION

"By authority of an ordinance passed by the Baltimore City Council July 10, 1914, the Mayor was empowered to appoint a flag commission to consist of five citizens who, in co-operation with the Municipal Art Commission, were given power to select an appropriate design for a municipal flag. The commission was instructed to report its selection in time for formal adoption and raising of the flag of Baltimore during the Centennial exercises held in the city the week of Sept. 6, 1916, in commemoration of the 100th anniversary of the writing of the "Star Spangled Banner". Mayor Preston accordingly

appointed a commission whose membership was to combine, in a suitable design, the historic and artistic features of the city's growth. The "Star Spangled Banner Centennial Committee of Baltimore offered a prize of \$50.00 for an acceptable design for a municipal flag, upon the appointment of the commission. Considerable competition was created by this offer and a large number of designs was submitted for the consideration of the committee.

Flag Not to Be Used for Advertising Purposes

"A proposed ordinance to establish a municipal standard and city flag for the City of Boston introduced in the Common Council on January 16, 1914, and referred to the committee on ordinances, provides that neither the municipal standard or city flag or any reproduction thereof, shall be used for any commercial purpose, and no advertising device shall be ~~used for any commercial purpose~~ placed upon or used in connection with the same.

Precedence of National Flag over Municipal Flag

In Philadelphia it is specifically provided by ordinance that the municipal flag shall never be displayed in any position or on any occasion that shall indicate superiority to or preference over the flag of the United States. Similarly all other cities possessing municipal flags give first rank and precedence to the national flag.

Having called your attention to the foregoing facts and data, as chairman of a committee appointed by the Portland Chamber of Commerce to initiate the matter of a municipal flag in this city, I respectfully request that your honorable body appoint a committee of citizens to select and submit for your approval, an appropriate design for a municipal flag for the City of Portland.

Trusting that your honorable body will give this matter its early attention, I have the honor to remain

Very truly yours

Charles F. Berg

1250

OCT 20 1916

Mayor authorized to appoint
Committee of 5

Communication from Charles F. Berg relative to adoption of a municipal flag.

Very truly yours

Charles F. Berg

Respecting the early attention, I have the honor to remain

City of Portland.
The undersigned, an appropriate design for a municipal flag for the City of Portland, and appoint a committee of citizens to select and submit for your consideration in this city. I respectfully request that your honorable body Chamber of Commerce to initiate the matter of a municipal flag and date, as chairman of a committee appointed by the Portland Having called your attention to the foregoing facts

OCT 20 1916

Filed *[Signature]*

Auditor of the City of Portland

By *[Signature]* Deputy.

Precedence of National Flag over Municipal Flag

In connection with the same.

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...the municipal standard or city...
...and referred to the committee on the common sense...
...and city flag for the City of Boston introduced in the common council...
...A proposed ordinance to establish a municipal standard

Flag Not to Be Used for Advertising Purposes

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Friday

TO THE COMMISSIONERS,
CITY OF PORTLAND, OREGON.

Gentlemen:-

In accordance with action taken by your Body on October 20th. in regard to a report from a Municipal Flag Committee. Your Committee begs to report as follows:

We find that thirty-one cities, having a population of over 30,000, have adopted Municipal flags. Two other cities have flags and standards, but they have never been legally adopted by Ordinance. There are many other cities where plans are under way for the early adoption by the Municipality of a Municipal Flag. We find that civic flags when adopted by these cities never symbolized a retreat or an order to halt. The sole watchword and command of the Municipal Flag is the slogan "FORWARD".

The different cities have adopted various styles of Municipal Flags for use on various occasions and for different purposes.

After carefully considering the matter your Committee has decided that a Competition, open to any person in any city in the State of Oregon, be held and a prize in amount, not to be less than \$25.00, or more than \$50.00, be awarded to the design most meritorious, all to be according to a tentative program your Committee herewith encloses.

Yours very respectfully,

Charles F. Berg
Charles H. Weeks
W. E. Hall
McCauphill Monie H. Whitehouse

PROGRAM OF COMPETITION
FOR
THE SELECTION OF A DESIGN
FOR A MUNICIPAL FLAG
FOR
THE CITY OF PORTLAND, MULTNOMAH COUNTY, OREGON.

1. Proposed Municipal Flag.

The City of Portland, Multnomah County, Oregon, through the City Commissioners, proposes to have a suitable flag for the City of Portland, Multnomah County, Oregon.

2. Authority of City Commissioners and Legal Financial Status.

To accomplish this, the City Commissioners hereby establish a Competition for the selection of a design for a Municipal Flag.

The City Council consists of- Mayor H. R. Albee, Commissioners George L. Baker, C. A. Bigelow, W. H. Daly and R. G. Dieck.

At the meeting of the City Commissioners on _____ the City Commissioners duly and regularly authorized the holding of a competition for the selection of a design for a Municipal Flag for the City of Portland, Multnomah County, Oregon.

3. Advisor.

The City Commissioners have appointed as its Advisor _____ to act as its Advisor in the conduct of this competition.

4. MANDATORY REQUIREMENTS.

Clearly to distinguish the Mandatory requirements of this Program from other portions of it, they are underlined. Failure to comply with any Mandatory requirements will preclude the competitor thus failing from admission to the competition or from receiving the award therein.

5. REGULATIONS.

No design shall be submitted unless it has been produced by a resident of a City in the State of Oregon.

Failure to furnish upon request proof that a competitor is a resident of a City in the State of Oregon, satisfactory to the City Commissioners will constitute ground for the annulment of any award made in favor of such competitor.

6. COMMUNICATIONS.

If any participant or competitor desires information of any kind whatever in regard to the Competition or the Program after the publication of the Program, he shall ask for this information of the Advisor.

7. DRAWINGS AND THEIR SUBMISSION.

Competitors may submit more than one design. If a competitor submits more than one drawing, each drawing must be sent separately. The drawing must be mounted on mounting board, but not framed. The drawing shall be accompanied by a plain white opaque sealed envelope, without any super-
scription or mark of any kind, in which shall be placed the name of the competitor.

A type written description of the design (not to exceed

500 words) on paper 8" x 11", shall be submitted.

The drawing shall bear the inscription - "THE MUNICIPAL FLAG COMPETITION" for City of Portland, Oregon, in plain Roman capitals, and the scale at which it is drawn. There shall be no further descriptive matter written on the drawing.

The drawing must not be signed, nor shall they or their inner wrapper bear any motto, device or distinguishing mark.

The drawing, description and sealed envelope must be securely wrapped in ordinary plain paper and sealed. This package must again be wrapped and the outer wrapper must be marked-MUNICIPAL FLAG COMPETITION FOR CITY OF PORTLAND, OREGON, and addressed to ADVISOR,

8. PURPOSE OF THE FLAG.

To decorate public buildings, also for the decoration of public streets and private buildings in conjunction with the Stars and Stripes for Official days and occasions. In this way a general scheme of street and building decoration could be improved to a great extent by avoiding the profusive use of various kinds and styles of flags, bunting or other forms of ornament.

9. EXPRESSION OF DESIGN IN FLAG.

A Municipal Flag in order to be available as a suitable selection should embrace certain important requisites, such as historical association dating back to the earliest periods of the City's history, artistic and decorative qualities and sufficient originality to make it distinguishable from all other flags adopted by various cities, states and nations.

It should be expressive and symbolical of the following-

- | | |
|---------|--|
| First | A robust civic ideal. |
| Second | A common aim and purpose. |
| Third | A new civic spirit. |
| Fourth. | Peaceful industry, moral, material and civic progress and achievement. |

10. PARTICIPANTS.

The competition will be open to any person whose residence is in a city in the State of Oregon.

11. PRIZE.

The City Commissioners of Portland, Multnomah County, Oregon, will pay \$_____ to the competitor whose design is awarded first place by the jury of award.

12. DRAWINGS.

The drawing submitted shall be made as follows- at the scale given and rendered as noted:

An elevation of the Flag.

The drawing should be in pencil on tracing paper, mounted flat, or having drawing paper board that will be flat. Water color is to be used to show the color scheme of the competitor.

Drawing shall have a single hinge border one-half inch from margin. Scale is to be one inch equal one foot. The Flag is to be in size nine (9) feet by twelve (12) feet.

Size of mount shall be fifteen (15) inches by eighteen (18) inches.

13. DELIVERY OF DRAWINGS.

The package containing the drawings, typewritten description and sealed envelope must be consigned to an Express

Company, or registered mail, delivered to _____ Advisor,
not later than 12 M _____ . Competitors should obtain
a receipt from the Express Company or Post Office, showing the
day and hour of delivery, and receipt shall be mailed immediately
to the Advisor as evidence of delivery.

14. CUSTODY.

All drawings submitted are at the owner's risk, but due care will be exercised, and all drawings returned (with exception of design placed first) to the authors immediately after the award, except that, at the option of the City Commissioners, they may be put on exhibition, in which case they will be returned immediately after the exhibition closes.

The design placed first shall be, and remain the property of the City of Portland, Oregon.

15. JURY OF AWARD.

The City Commissioners agree that there will be a jury of reward consisting of _____ members, and that the jury above named will select the design which appears to it to be the most meritorious, and make a report to the City Commissioners, designating it by number. The opening of the envelope by the City Commissioners containing the name of the author of the design selected by the jury will automatically award him the prize.

Report of the Special Committee
on the Municipal Flag.

4911

*Plan Approved for \$25.00
Auditor notify*

DEC 8 - 1916

Notice Mailed

DEC 9 1916

Filed

DEC 8 - 1916

A. J. Garbur

Auditor of the City of Portland

By *L. E. Gurdick*
Deputy

500

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FOLDER 45 1/2