

FROM O. M. NORRIS
COLLECTION

The World's Largest Gathering For Nineteen Twenty-five CELEBRATION EXHIBITION

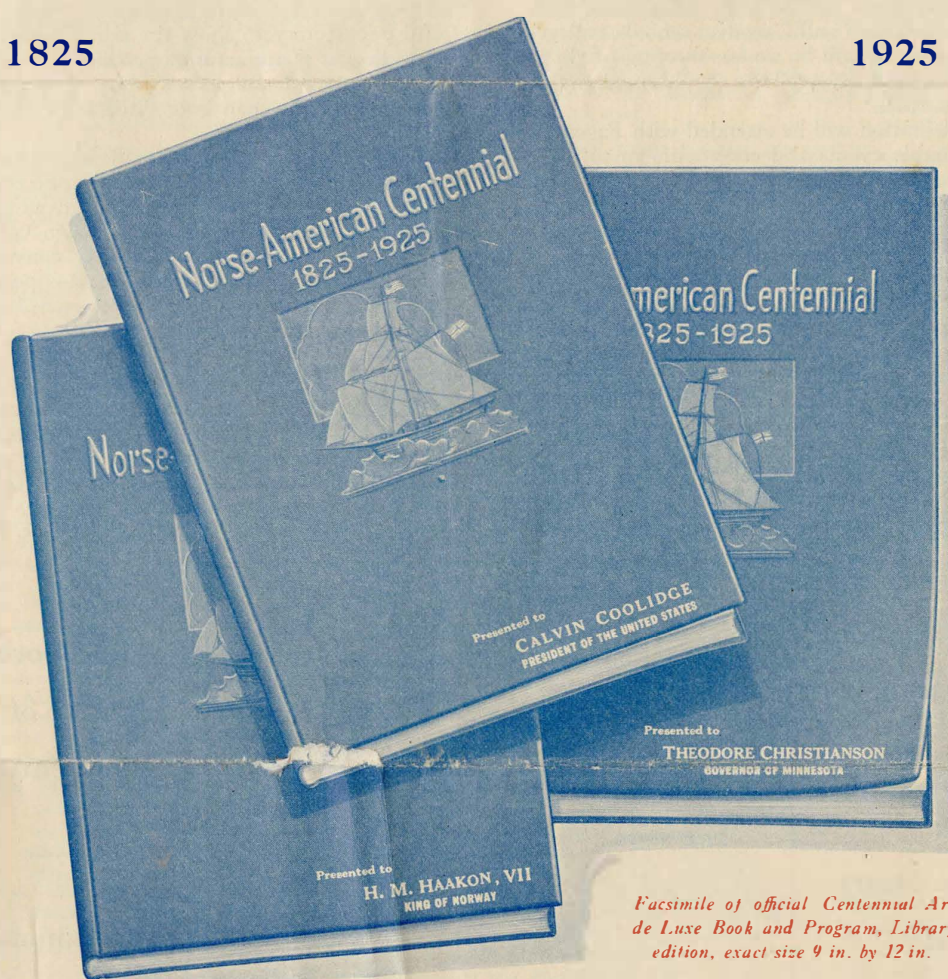
Norse-American Centennial

of the

United States and Canada

1825

1925



*Facsimile of official Centennial Art
de Luxe Book and Program, Library
edition, exact size 9 in. by 12 in.*

MINNESOTA STATE FAIR GROUNDS

Beginning Saturday, June 6, 1925

Officially Recognized by The United States
Special Low Round Trip Rates on All Railroads

Oscar Arneson, Saint Paul Hotel, St. Paul, Minn.

World's Largest Gathering For This Year

CENTURY OF ACHIEVEMENT—PROGRESS
TO BE CELEBRATED AT CENTENNIAL
—FETE AND EXHIBITION

The Centennial Fete and Exhibition to be held in the Twin Cities in June of this year will be the largest gathering of its kind ever held in America. The attendance is estimated at a half million people, consisting of conventions of twenty-six or more Bygdelags, Church Organizations representing more than 3000 congregations, and conventions of other large national and international organizations. Besides these there will be large delegations from the Norse-American and Canadian schools, colleges and seminaries. It will be a mass meeting of thirty large conventions, many of the people coming from foreign countries.

The Celebration will be attended with Pageantry, and memorable events and entertainment to make this an epochal fete, an uneclipsed event in world celebrative history.

ELABORATE BOOK AND PROGRAM

The Publicity Committee of the Centennial is preparing, in connection with the program, an elaborate book containing historical narratives of the Norsemen since their arrival in America; their achievements in agriculture, commerce, industry, literature, science, art and music. Specially bound copies will be presented to the King and Queen of Norway, President and Mrs. Coolidge, Lord and Lady Byng and the other notables who will attend. It will be a book that will be read and handed down from generation to generation.

Make This Your
Vacation

In The Heart
of
The World's
Playgrounds

Industry Show Postponed Until Norse Program

DIRECTORS VOTE TO HOLD EXPOSITION
IN CONNECTION WITH
CENTENNIAL

Taking advantage of the opportunity to show the thousands of visitors coming to the Twin Cities for the Norse-American Centennial what northwest manufacturers produce, the directors of the annual Northwest Industrial Exposition have announced that the exposition will be held June 6th to 13th instead of in March.

The Industrial Exposition decided unanimously that they could not afford to overlook "such a wonderful opportunity to show the whole world what the northwest manufacturers produce."

The suggestion was embodied in a letter to Mr. Dickson from the managing director of the Centennial.

"The suggestion has been made that the dates of the Northwest Industrial Exposition be changed to the early part of June," Mr. Holstad wrote, "so that the multitude coming to the Twin Cities to attend the Centennial and the thirty conventions held in connection with it, will have an opportunity to see the great variety of products manufactured in the Northwest."

ROYALTY IS COMING

... "With President and Mrs. Coolidge as well as members of the Royal Family of Norway numbered among the distinguished guests, it will be an unparalleled opportunity," said Mr. Dickson, president of the Twin City Manufacturers, Inc.

—Minneapolis Tribune, 2-6-'25.

STATE OF MINNESOTA
Executive Department
ST. PAUL

J. A. O. PREUS, Governor

December 22, 1924.

Mr. Oscar Arneson, Chairman,
Publicity Committee,
Norse-American Centennial,
St. Paul, Minnesota.

Dear Sir:

The proposed Norse-American Centennial of the United States and Canada will, no doubt, prove to be the greatest celebration ever held by the Norwegians of America, and deserves the enthusiastic support of all citizens. It will commemorate an event which has had results of far-reaching importance in the history and development of our country, particularly of the West. I trust the press of St. Paul and Minneapolis will co-operate with your committee in impressing upon the people of the Northwest the importance of the Centennial and that the business interests of the two cities will lend their assistance in making the celebration the greatest success possible.

Yours very truly,

J. A. O. PREUS.

The Epochal
Fete of
The Century

Stupenduous—
Monumental—
Historical

FUN - SPORT - ENTERTAINMENT

NORSE-AMERICAN CENTENNIAL

At the Minnesota State Fair Grounds, June 6, 7, 8, 9, 1925

AN EVENT OF WORLD INTEREST! Yes, and more — it will be an event to be remembered by millions of people for many years to come. For altho the attendance will run into the hundreds of thousands at this world's congress yet millions who cannot attend in person will be vitally interested.

OFFICIAL RECOGNITION BY GOVERNMENT. The government of the United States has officially recognized the importance of the Centennial by the issuance of special Centennial postal stamps which will be on sale in the near future. Besides having been recognized by the President and the government of the United States, the Centennial has also been officially recognized by governors of many states and by state legislatures.

PRESIDENT AND MRS. COOLIDGE COMING. President Coolidge and Mrs. Coolidge have accepted invitations to be present. This undoubtedly will mean that the President will be accompanied by his official family, including Frank B. Kellogg and His Excellency H. H. Bryhn, the Norwegian Minister to the United States.

LORD AND LADY BYNG. Lord Byng, Governor-General of Canada and his wife have been invited to attend. According to estimates sent from Canada, visitors from there will number between 25,000 and 50,000. Addresses will be delivered by high government officials and other prominent citizens of Canada.

GOVERNORS OF FIVE STATES WILL ATTEND. Governors of five Northwestern states, all of them Norwegian by birth or descent, and all members of the Centennial committee will attend. They are: Governor Theo. Christianson of Minnesota; Governor J. J. Blaine of Wisconsin; Governor A. G. Sorlie of North Dakota; Governor Carl Gunderson of South Dakota; and Governor J. E. Erickson of Montana.

OTHER NOTABLES TO ATTEND. Among other Norse-American notables to attend will be former governor of Minnesota, J. A. O. Preus, R. A. Nestos former governor of North Dakota; United States Senators Peter Norbeck, Reed Smoot, H. O. Bursum and Henrick Shipstead; ten congressmen; also high officials of Norse-American church organizations in the United States and Canada; presidents of Norse-American academies, colleges, seminaries and societies in the United States and Canada.

CHARLES E. HUGHES, SECRETARY OF STATE, has sent most cordial invitations from the State of Minnesota to the King, the Storching and the people of Norway, the government and the people of Canada, the government and the people of Iceland, to attend and participate in the Centennial.

VISITORS FROM NORWAY. Members of the 26 "bygdelags" in America (Norse-American societies formed by people from the same district in Norway) expect many thousand visitors from Norway as their guests. Besides all these, high dignitaries in the Norwegian state and church, also many prominent people in business and in society will attend. Bishop J. P. Lunde, of Oslo, recognized all over the world as one of the greatest and most prominent of all theological writers and thinkers of the present day, has already accepted the invitation.

THE MAIN NORWEGIAN SESSION of the Centennial will be held Sunday afternoon at the State Fair Grounds where formal greetings will be exchanged between official representatives of America and Norway. Addresses are to be given by the Right Reverend Herman Lunde, bishop of Oslo and primas of the Norwegian State Church, and by Professor Kristine Bonnevie, of Oslo University, and by other prominent people from Norway. Introductory remarks by the Chairman of the Centennial Board of Directors, Professor Gisle Bothne, of the Minnesota State University. Rev. B. B. Bergesen, Chairman of the Program Committee, presides.

CARNIVAL OF MUSIC AND ENTERTAINMENT. Every day there will be an elaborate musical program at the State Fair Grounds by famous Norse-American soloists, bands and choirs. Also by an academic choir from Oslo, Norway. Entertainment will be provided for all, men and women, young people and children. An old-fashioned "Norsk Bondebryllup" will be presented. Different programs will be conducted simultaneously every day except Sunday.

HISTORIC PAGEANT TO COST THOUSANDS OF DOLLARS. A stupendous Pageant depicting the history of Norse-Americans up to the present time with scenes from both countries showing forth the departure from Norway the home land and the arrival and development of the Norwegian people in America. The costumes will be magnificent, and in brilliancy of technique, in magnitude and splendor the whole array will rival anything of its kind that has been heretofore produced. The other features of the Centennial are being prepared on the same elaborate scale.

SPECIAL LOW RATES will be given on all railroads and on many steamship lines. The American railroads naturally take great interest in the Centennial. They are already advertising it in their time tables and will soon start advertising it with large posters on all railroad stations and in many other ways.

ATTENDANCE ESTIMATED AT FROM 300,000 TO 500,000. Hon. E. G. Quamme, president of the Federal Land Bank in St. Paul and Chairman of the Centennial Finance Committee, is very conservative when he estimates the attendance at close to a half million. The following is a list of those hundreds of thousands that are sure to attend:

1. Twenty-six "bygdelags" will gather in the Twin Cities by cars and railroads from all parts of the American Continent and Canada. One single "bygdelags" (Sognelaget) is expected to gather together with 25,000 of their "lag," and if all other bygdelags should be represented proportionately it would mean an attendance of over 300,000 from bygdelags alone. **THE TWIN CITIES HAVE PLENTY OF ROOM TO ACCOMMODATE ALL VISITORS AND DELEGATES.**

2. Besides bygdelags in the U. S. and Canada, Norway will send representatives who will be the guests of their respective bygdelags here.

3. The Norwegian Lutheran Church of America (2,700 congregations).

4. The Norwegian Lutheran Free Church of America.

5. The Lutheran Brethren.

6. The Young People's League of the Norwegian Lutheran Church.

7. Det Norsk Lutherske Landsforbund For Ungdom i Amerika.

8. Sons of Norway.

9. Daughters of Norway.

10. Norse-American Historical Society.

11. Faedrenearven Society.

12. Norsk Sangerforbund of America (consisting of all Norwegian singing societies of U. S. and Canada.)

13. An Academic Choir from Oslo, Norway. Consisting of thirty women and twenty men students from Oslo University.

14. All Norse-American colleges, academies and seminaries in U. S. and Canada will close their school year in time for the Centennial in order to enable their musical and athletic organizations, their teachers and their students to attend.

15. Norse-Americans in every state of the union, Norse-Canadians in every province of Canada, Norwegians in the home country, large Norwegian colonies in Great Britain, in France and in Germany, in Sweden, Denmark and Finland, in South Africa, Asia and Australia, in Mexico and South America, will be represented.

COMMITTEES

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Mrs. Manley L. [unclear], Minneapolis.
 Mrs. Gilbert Gut [unclear], St. Paul.

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