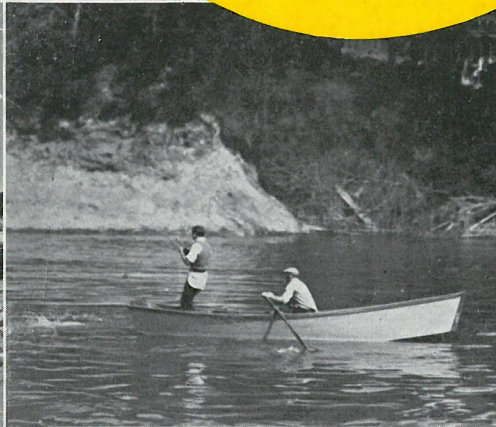
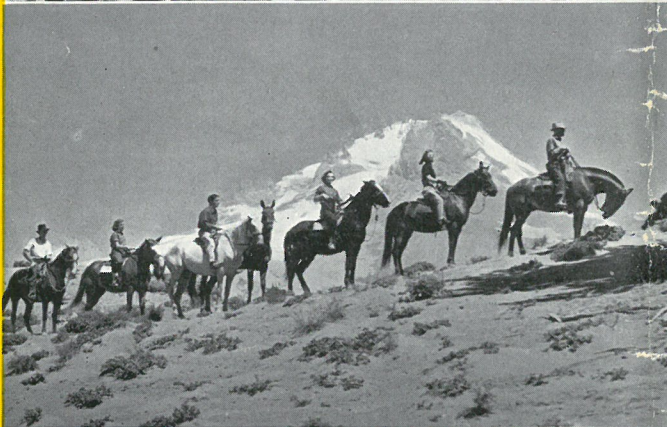


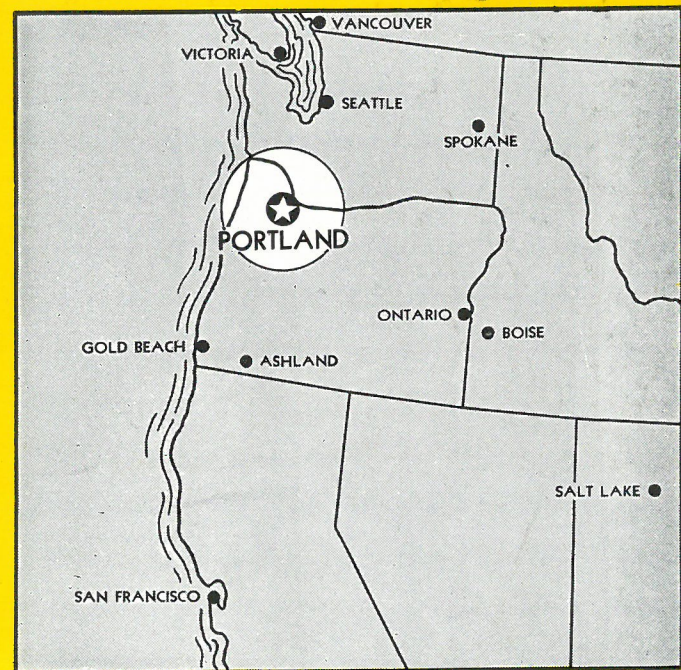
**PORTLAND
OREGON
invites YOU**



Nature conspired to favor Portland as a vacation center for it is ideally situated in the heart of the Pacific Northwest Evergreen Playground. Snow-crowned Mt. Hood, 11,225 feet high, 50 miles distant, keeps guard over the city.

**PORTLAND
TRAVEL CENTER**

Portland "The City of Roses" has a naturally beautiful setting on the banks of the Willamette river where it empties into the mighty Columbia. Low hills border the city on the west side while to the east the snow-capped peaks of the Cascade Range stand guard, Mt. Hood and Mt. St. Helens often clearly visible. There are innumerable things of interest right within the city which is also the gateway to a magnificent outdoor country. No matter what method of travel you choose, rail, stage, airplane, automobile or boat, Portland is a natural center from which routes radiate to other sections of the Pacific Coast and the east. The city is only 194 miles south of Seattle, 708 miles north of San Francisco. It is but 13 hours from Chicago by plane, 39¾ to 57 hours by train and 68 hours by bus.



Fine highways converge at Portland, the metropolis of Oregon, from all sections of the country, making it possible to plan interesting loop trips.

LOCATION AND CLIMATE IDEAL

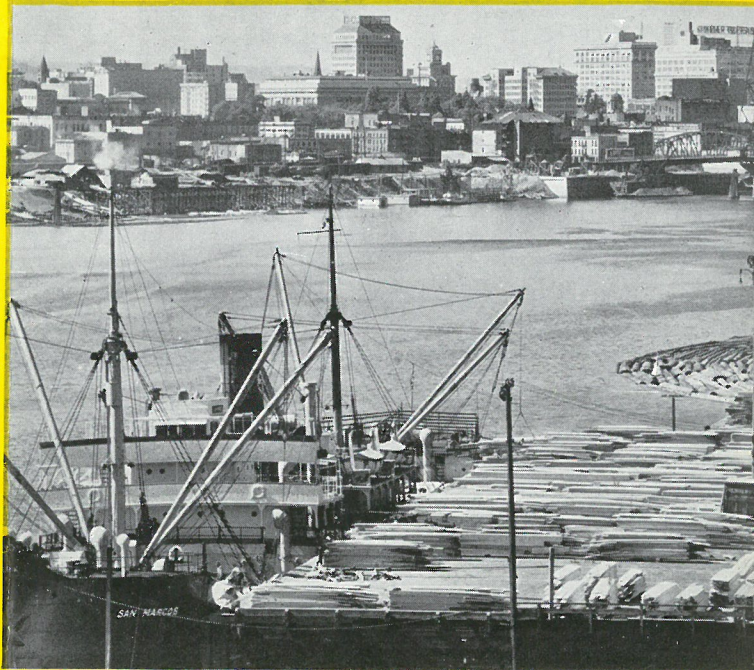
Variety is the keynote of a visit to Portland for the city offers the diversified attractions of a metropolitan center, excellent hotel accommodations, fine restaurants and theatres, modern motor courts, splendid retail stores which carry not only Portland and Oregon made goods, but imports from all parts of the world.

The city is midway between the mountains and the sea with each easy of access the entire year. If you like to golf, fish, swim, ride horseback, bicycle, hike, hunt, climb mountains, ski, loaf on sandy beaches or plunge into ocean breakers, your desires may be fulfilled right in the city or within a two hours' drive.

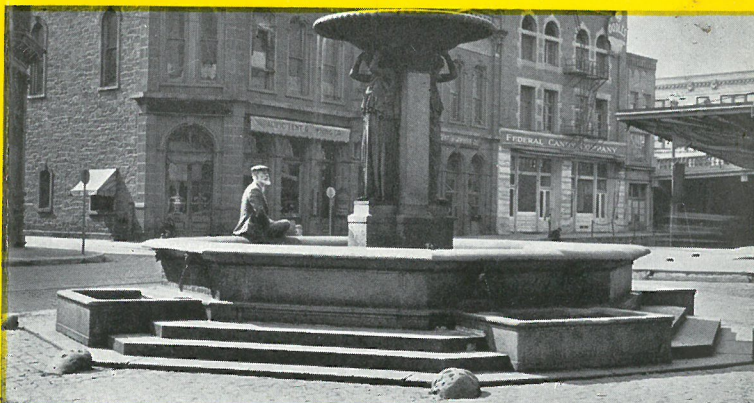
Portland has a climate that is moderate the year round. Summer sightseeing may be done in comfort as the temperature only rarely goes above 90. It is cool enough for a blanket nearly every night. In winter the thermometer seldom goes below freezing. Portland's annual mean temperature in 1938 was 55.1 degrees; annual rainfall 36.27 inches.



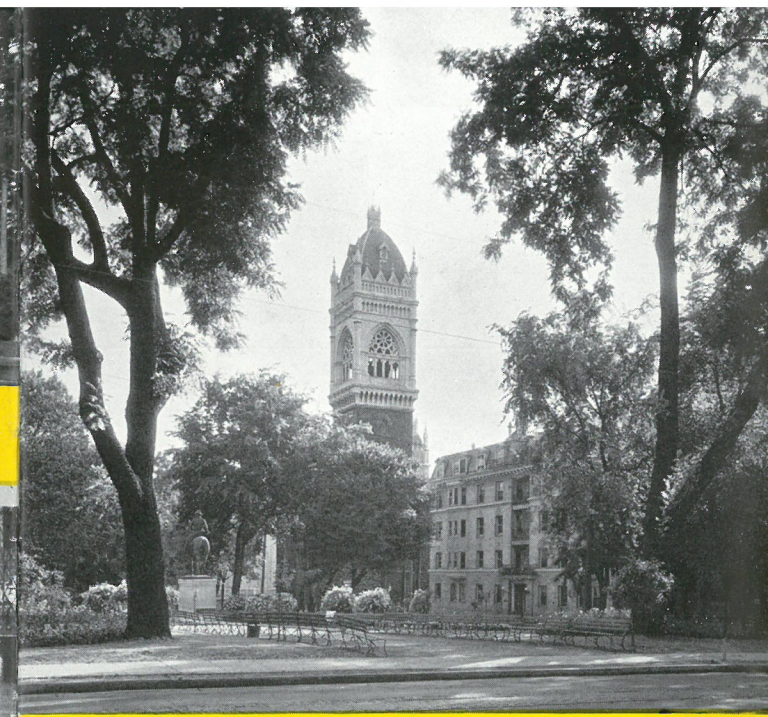
Portland is a home city, 58 per cent of the people owning their homes. Visitors enjoy driving through the beautiful residential districts where lovely trees, shrubs and flowers grow profusely.



Portland, which has a population of 337,183, is among the first three American ports for the shipment of wheat and flour, some years ranking first and others second and third.



Reminiscent of early day Portland, yet within walking distance of the present business section, is this district surrounding Skidmore Fountain.



The Park Blocks add a note of charm and beauty to the west side downtown area. Busy business streets adjoin them.

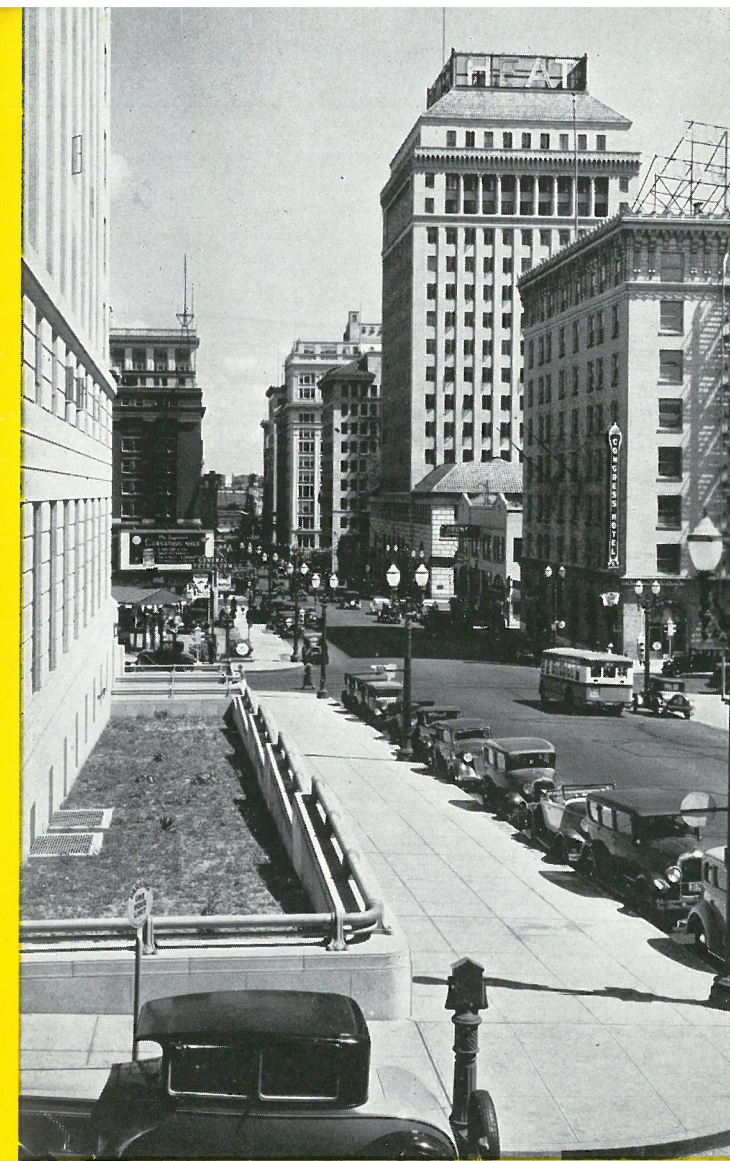
INDUSTRIAL CITY MAJOR SEAPORT

Portland is a busy seaport city with sixty steamship lines giving service between it and 150 world ports. Visitors enjoy going down to the waterfront to watch ships load with cargoes of lumber, wood pulp, paper, wool, wheat, flour, fruit, chrome ore, metal scrap and Oregon manufactured goods, worth millions of dollars annually, or to discharge imports of coffee, sugar, copra, iron and steel, bananas, linseed, gunny bags, toys and other products brought from the far corners of the world.

Situated 96 nautical miles from the sea Portland is the only major fresh water harbor on the Pacific Coast located inland on a great river. Up-to-date terminal and dock facilities equal to those found anywhere line the 27 miles of deep water frontage.

Some 600 manufacturing industries turn out Oregon made goods. In spite of this large number Portland does not have an industrial smoke problem but is noted for its cleanliness and beauty.

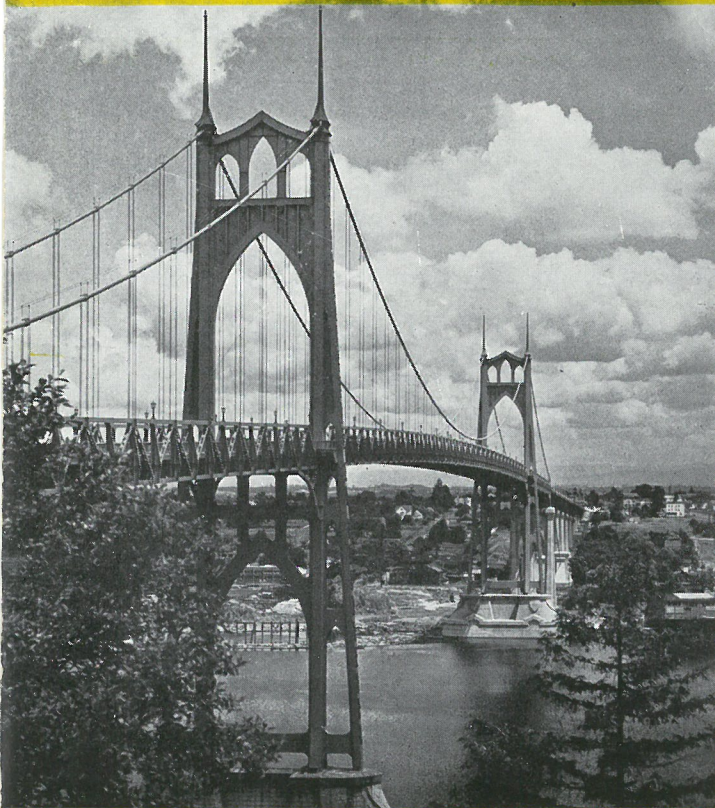
Arrangements are frequently made on request for visitors to go through a big mill or manufacturing plant. Inquire at the Chamber of Commerce.



Note Portland's clean streets. This is Sixth Avenue in the retail business district, where well-stocked stores are a pleasure to shoppers.



Portland's Public Market, 800 S.W. Front Street, finest in the United States. This is within walking distance of downtown.

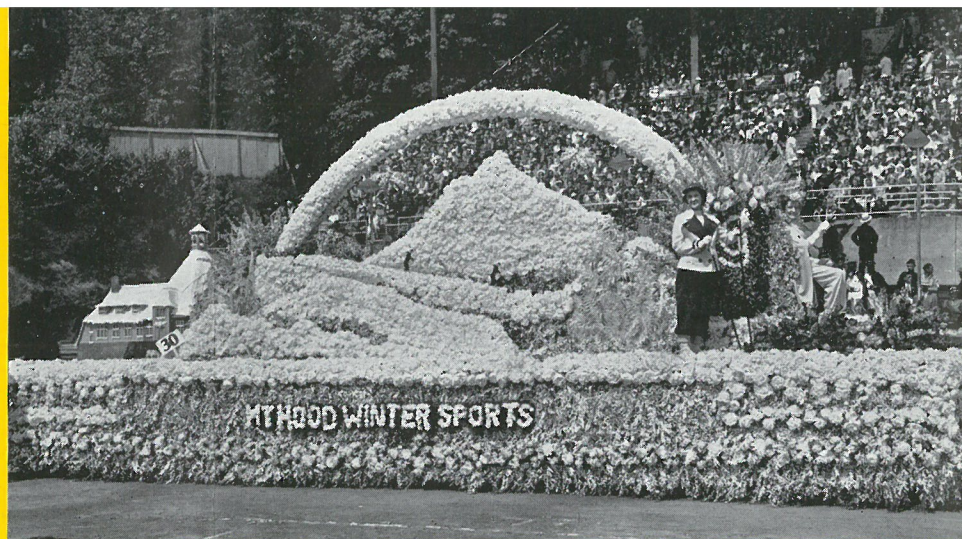


The St. Johns bridge built at a cost of \$3,000,000 spans the Willamette river at the lower entrance to Portland's harbor.

ROSE FESTIVAL ANNUAL EVENT

Each June Portland becomes the fairyland of Rosaria when old and young join in promoting a feeling of hospitality and fun not only among local citizens but the thousands of visitors who throng the city at this time. The Rose Festival, designed to do homage to the rose which grows to perfection in Portland, has achieved world-wide fame.

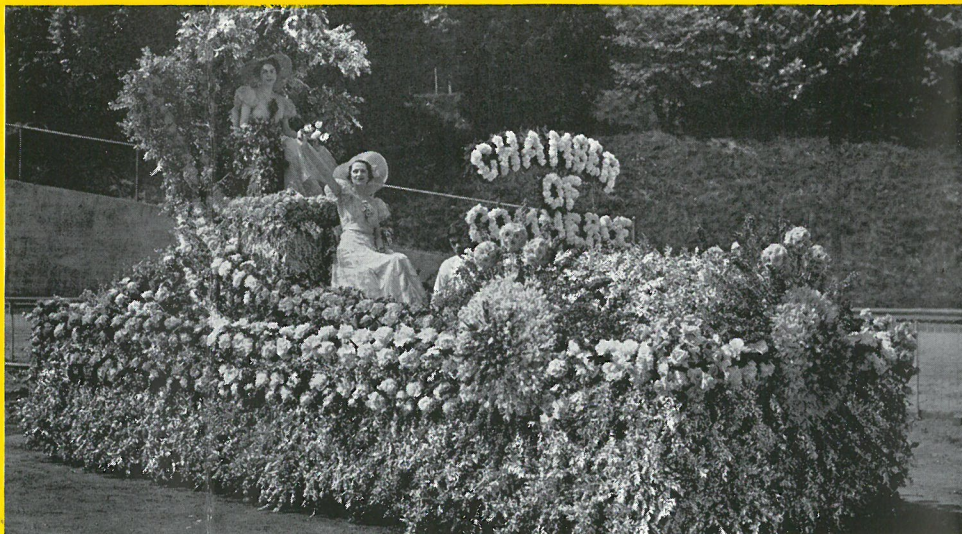
Featured events on the four-day fete crammed with action and color include the coronation of the Rose Queen, nightly programs in the civic stadium, grand floral, Merrykhana and Junior parades, rose show and queen's ball. Visitors may purchase a Rose Festival button for \$1 which admits to all events except the queen's dinner and ball. Single admissions are 50c for adults, 25c for children under 14.



The beautiful floral parade, high point of the festival celebration, starts in the stadium.



The annual Rose Show with its exhibit of choicest blooms is another interesting feature.



No artificial flowers are used on the one hundred or more beautifully designed and artistically decorated floats. Portland's first Rose Festival was held in 1907.

VISIT PORTLAND PARKS . . . BEST KNOWN ARE :

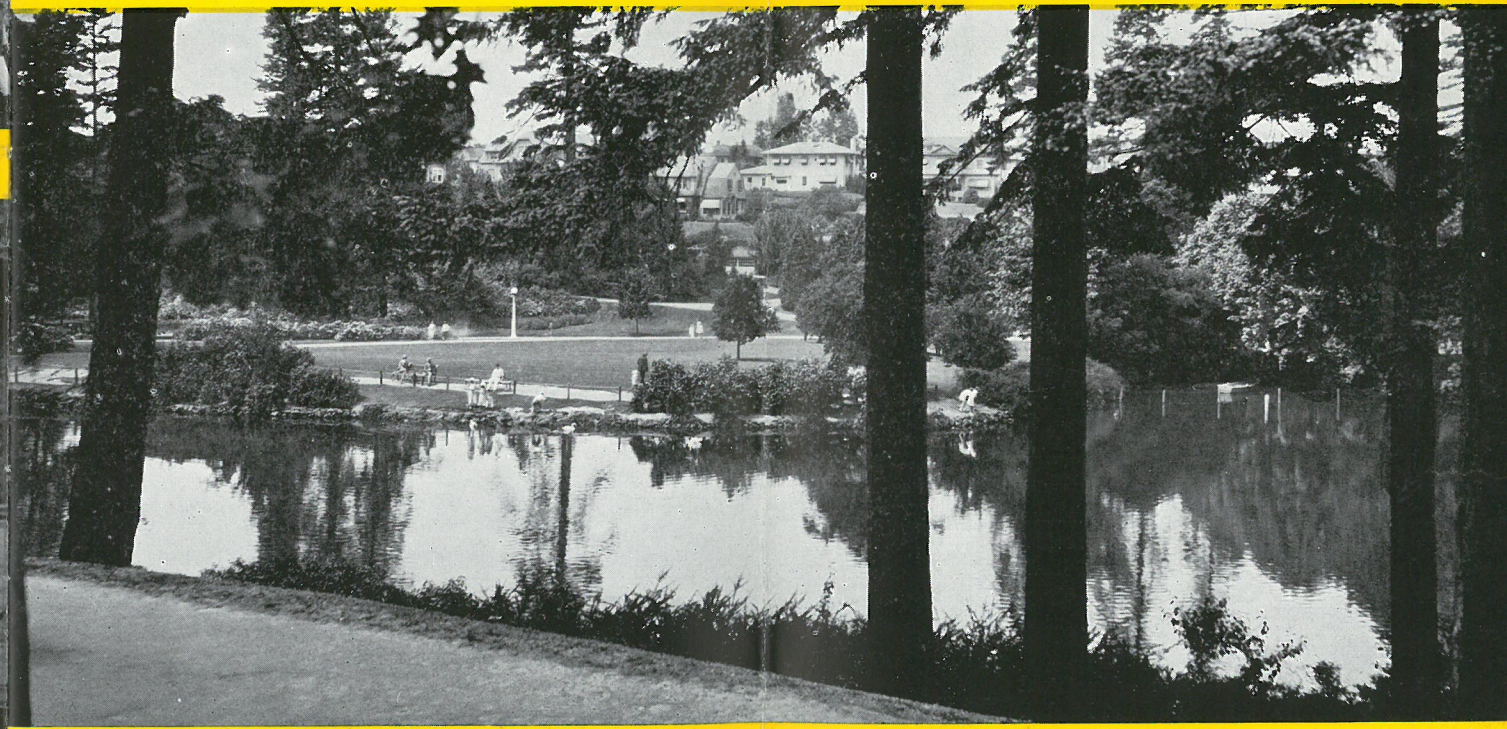
Washington (City) Park, head of W. Burnside, main entrance head of SW Park. Beautiful floral beds, international rose test garden, Sherwood archery field, zoo, statues "Coming of the White Man," "Sacajawea" and "Lewis and Clark." Tennis courts, playgrounds, picnic tables. CC or 23rd Avenue car west on Washington.

Mt. Tabor—SE 60th to SE 71st Avenue and Division to Belmont. Famous as the site of an extinct volcano. From the summit, 645 feet, a magnificent view of the city and Cascade Range is unfolded. Picnic and playgrounds. Harvey Scott statue. MT car east on SW Morrison or drive east across the Morrison bridge. At SE 39th Avenue turn right to SE Belmont. At SE 60th Avenue turn right, then left on SE Salmon.

Peninsula—N. Ainsworth to N. Portland Boulevard between Albina and Congress.



Lambert gardens, mecca of flower lovers. Admission 40c during summer season.



Laurelhurst Park, S.E. 39th Avenue and Oak, in the heart of a residential district. Lovely trees and shrubs beautify this and the 54 other parks within the city.



Practically every home has a garden and every garden a rose bed, for the rose is Portland's favorite flower.

Sunken rose garden, picnic and playgrounds. M-A car north on SW Broadway, or drive north across Broadway bridge, left on Interstate to Mississippi, then right.

Columbia—N. Lombard and Chautauqua. Picnic grounds, tennis courts, ball field. S-J bus west on SW Stark at Sixth Avenue, or drive across Broadway bridge, left on Interstate to Greeley, north to Lombard, then west.

Council Crest—On Portland Heights, 1073 feet above sea level. A panorama of the river and snow-capped mountains forms a never-to-be-forgotten picture. CC car west on Washington, or drive west on Burnside to Vista Avenue, turn left, then follow signs to the Crest.

Joseph Wood Hill—On Rocky Butte. Gorgeous view of the Columbia river and surrounding country. Drive east on W. Burnside, across Burnside bridge to 12th Avenue, out Sandy Boulevard to Fremont, east on Fremont to top of hill, passing Hill Military Academy.

Macleay—Preserved in its natural beauty. An easy trail, makes a pleasant hour and a half walk. King's Heights car at NW 23rd and Burnside to Hermosa Terrace, walk west three blocks to park entrance.

Points of Interest

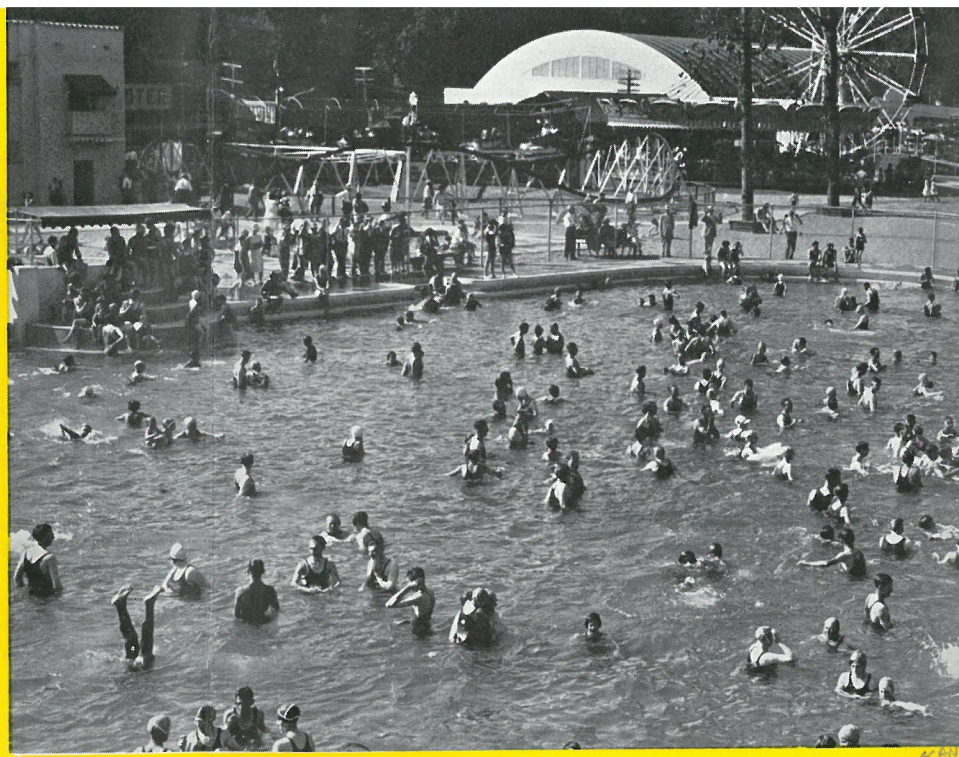
Jantzen Beach—Amusement park. On Pacific Highway, U. S. 99, north. Open early May until mid-September. Vancouver car on SW 3rd Avenue at Washington or drive east on W. Burnside across the bridge to NE Union Avenue, then left to south approach of Interstate bridge leading to Vancouver, Washington.

The Oaks—Picnic grounds, skating. Oregon City car at SW 1st Avenue and Alder.

Art Museum—SW 9th Park Avenue and Madison. Walking distance of downtown. Open 10 a.m. to 5 p.m. daily and 2 p.m. to 5 p.m. Sundays and holidays. Closed Sundays July and August. No admission fee.

Forestry Building—NW 28th Avenue and Vaughn. Erected for the 1905 World's Fair commemorating the Lewis and Clark Expedition to the Oregon Country. Open daily from 9 a.m. to 4:30 p.m. No admission fee. Built of Douglas fir.

Oregon Historical Society—Municipal Auditorium, SW 3rd Avenue and Market.



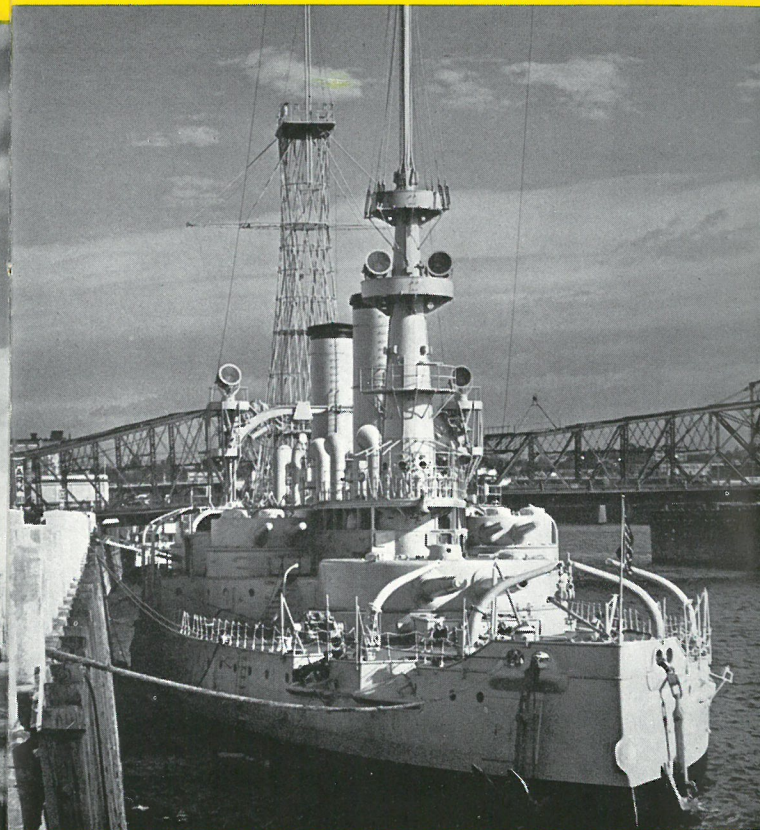
Jantzen Beach amusement park, has four heated swimming tanks and well shaded picnic grounds.



Three municipal, nine public and seven private golf courses are in or easily reached from the city. Golf is played the year 'round on these sporty evergreen courses. On public links fees are as low as 30 cents for nine holes.



Forestry Building, largest log cabin in the world, 206 feet long, 102 feet wide, and 72 feet high.



Battleship Oregon of Spanish-American war fame, Willametter river, foot of S.W. Columbia. Children and veterans free, others 10c. Open daily 9 to 5 p.m.



Delightful bridle paths and mountain trails attract the rider.



Nearby streams lure the fisherman. This is on the Trask river near Tillamook. A non-resident fishing license costs \$5. A two-day angler's license \$2.

Pioneer day exhibits recall early Oregon history. Walking distance.

Sanctuary of Our Sorrowful Mother—Sandy Boulevard at NE 84th Avenue. An open air shrine, the altar grotto hewn from the rock of the mountainside. East on W. Burnside, across the bridge to E. 12th Avenue, then out Sandy Boulevard, or take SB bus at SW Stark and Fifth Avenue.

Shriner's Hospital for Crippled Children—Sandy Boulevard at NE 82nd Avenue. Directions as above.

Airport—On Swan Island in the Willamette river. A delightful summer evening drive. Japanese cherry blossom trees encircle the air field. North on Broadway across the bridge, left on Interstate to Greeley. Watch for airport signs near underpass. S-J bus east on SW 6th Avenue and Stark. A new airport is under construction at SE 47th Avenue near the Columbia river.

Medical Center—In Sam Jackson Park on Marquam Hill, includes Veterans' Hospital, Veterans' Bureau buildings, University of Oregon Medical School, Doernbecher Memorial Hospital for Crippled Children, and the County Hospital. South on SW Sixth Avenue to edge of city. Continue on Terwilliger Boulevard. Watch for signs on right directing to Medical Center, or take Sam Jackson Park bus on SW Sixth Avenue and Yamhill.

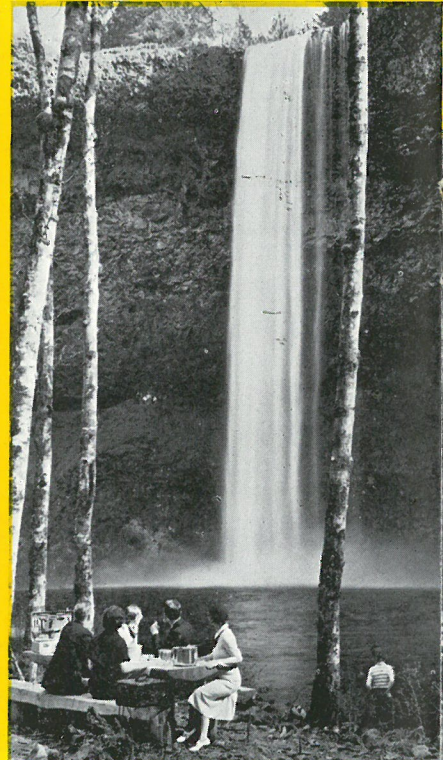
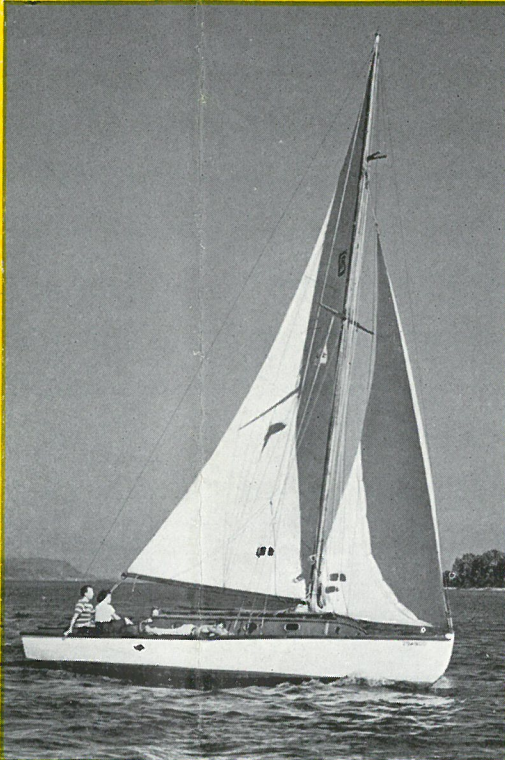
Oregon Ceramic Studio—3934 SW Corbett Street. 3rd Avenue bus south to Thomas. Beautiful pottery exhibit. Open 9 a.m. to 5 p.m. daily except Saturday and Sunday.

McLoughlin Home—Oregon City. Furnished with effects belonging to Dr. McLoughlin or which are of same period. Open daily except Monday 9 a.m. to 5 p.m. in summer, 10 to 4 in winter. Admission 25c, school children 10c. The Barclay Tea House, former home of Dr. Forbes Barclay, an associate of McLoughlin, adjoins.

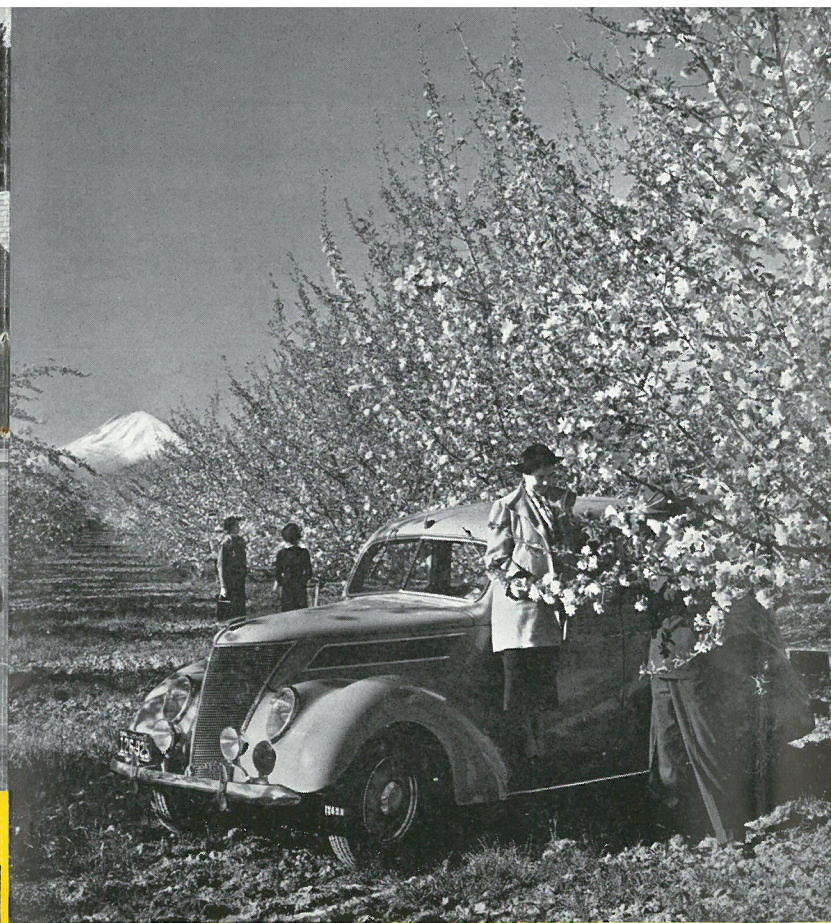
Miscellaneous—Ask the Chamber of Commerce Travel Department for information about boat trips on the Columbia river, symphony concerts in Multnomah Civic Stadium (July 17, 24, 31, August 7, 14, 21), Coast League baseball games, Pacific International Livestock Exposition October 7 to 14, and anything you wish to know about "What To Do in Portland."



Seven of Portland's city Parks, Columbia, Creston, Montavilla, Mt. Scott, Peninsula, Sellwood and U. S. Grant, are equipped with swimming tanks, open during the summer months. No admission charge.



Water sports enthusiasts enjoy their favorite pastime on the Willamette and Columbia rivers. For the picnicker there are dozens of delightful spots. None is more popular than Silver Creek Falls State Park, 58 miles south of Portland, 15 miles from Silverton.



A drive through the fine farming country of the Willamette and Hood River valleys when the cherry, apple and pear blossoms are in bloom is delightful.



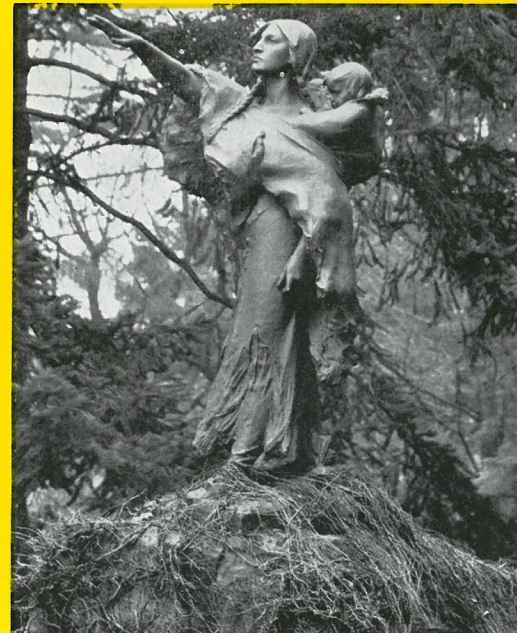
Home of Dr. John McLoughlin at Oregon City (U. S. 99 E.), 12 miles south of Portland.



Outdoor services at Sanctuary of our Sorrowful Mother, the world's only memorial to Motherhood. Thousands visit this shrine each year.



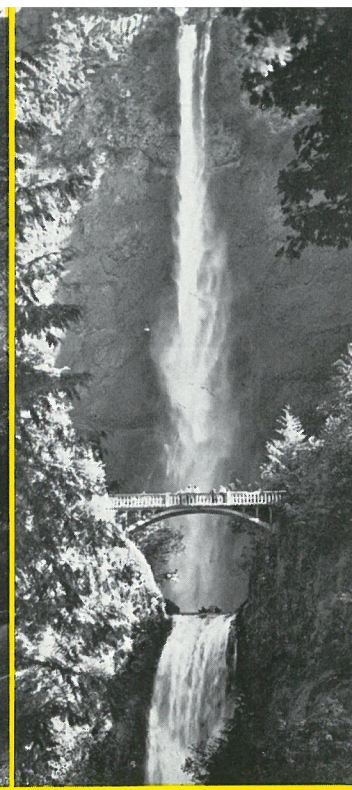
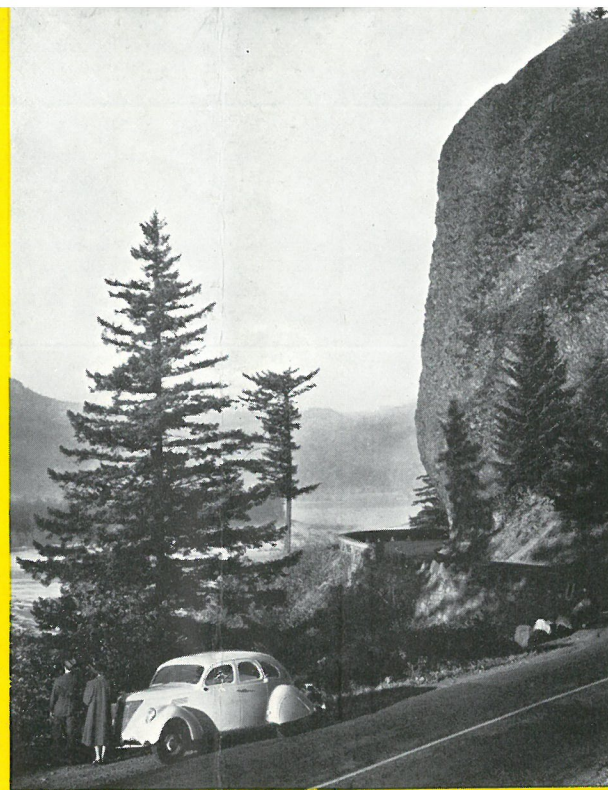
A familiar sight in the Willamette river near Oregon City when the spring or fall salmon run is on. Fish weighing 30 to 50 pounds are often caught.



Sacajawea, the Indian woman who led the Lewis and Clark expedition to the Oregon Country.

COLUMBIA RIVER HIGHWAY, U. S. 30

This historic highway paralleling the river whose name it bears cuts through the wondrous gorge of the Columbia. Lovely waterfalls make this an enchanting drive. Mile upon mile of the highway is hewn from solid rock. Crown Point, Wahkeena and Multnomah Falls, the fish hatchery and dam at Bonneville are among the best known stopping points. Loop trips may be made by crossing the bridge at Cascade Locks or Hood River, returning down the Evergreen Highway, or by taking the Loop road at Hood River around the mountain. Fine United States forest camps dot this area.

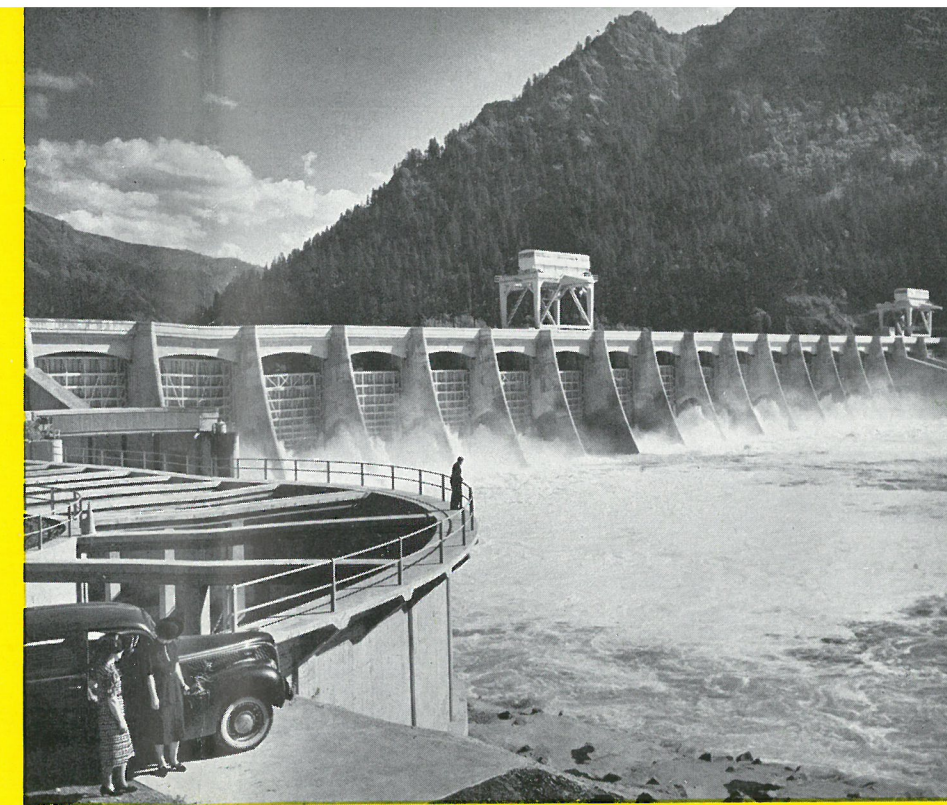


Shepperd's Dell and Multnomah Falls on the Columbia River Highway. The falls drop 620 feet down the rock walls of the Gorge. They are 33 miles east of Portland.

BONNEVILLE DAM PROJECT

Located at tidewater on the Columbia river 42 miles east of Portland, this \$52,000,000 navigation and power dam is of tremendous interest. Main features include a spillway dam, powerhouse, ship lock and fishways. The beautifully landscaped grounds are open to visitors. People are particularly fascinated by the three sets of fishways which protect the passage of salmon up and down the river and insure preservation of the Columbia's salmon industry.

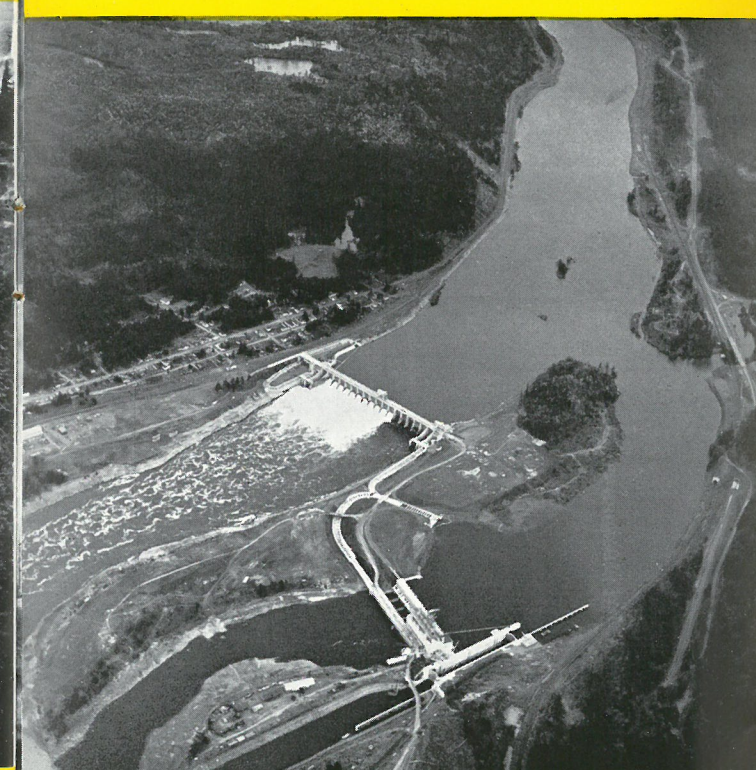
Bonneville Dam will produce 3,000,000,000 kilowatt hours of electric energy annually. It has created a deep lake 50 miles inland to The Dalles, navigable by ocean going vessels.



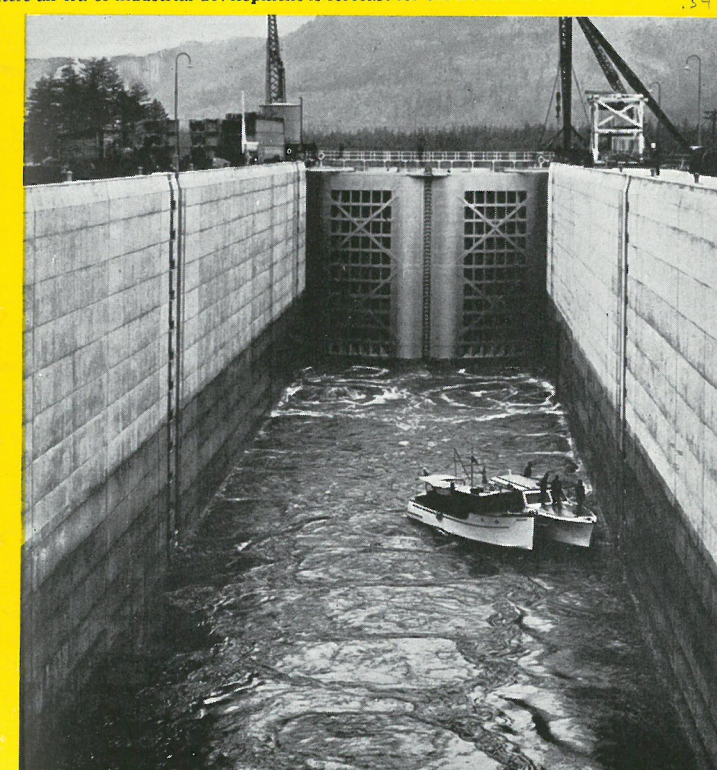
Bonneville spillway dam. With abundant low cost electricity available through harnessing the Columbia's waters an era of industrial development is forecast for the Bonneville area.



The Columbia River Gorge spreads in magnificent panorama when viewed from Crown Point on the Columbia River Highway 25 miles east of Portland. The Vista House on the right is a memorial to Oregon pioneers. The highway extends from Astoria eastward, a part of U. S. 30, the Old Oregon Trail.



An impressive view of the dam may be had from vantage points on both the Columbia River and Evergreen highways.

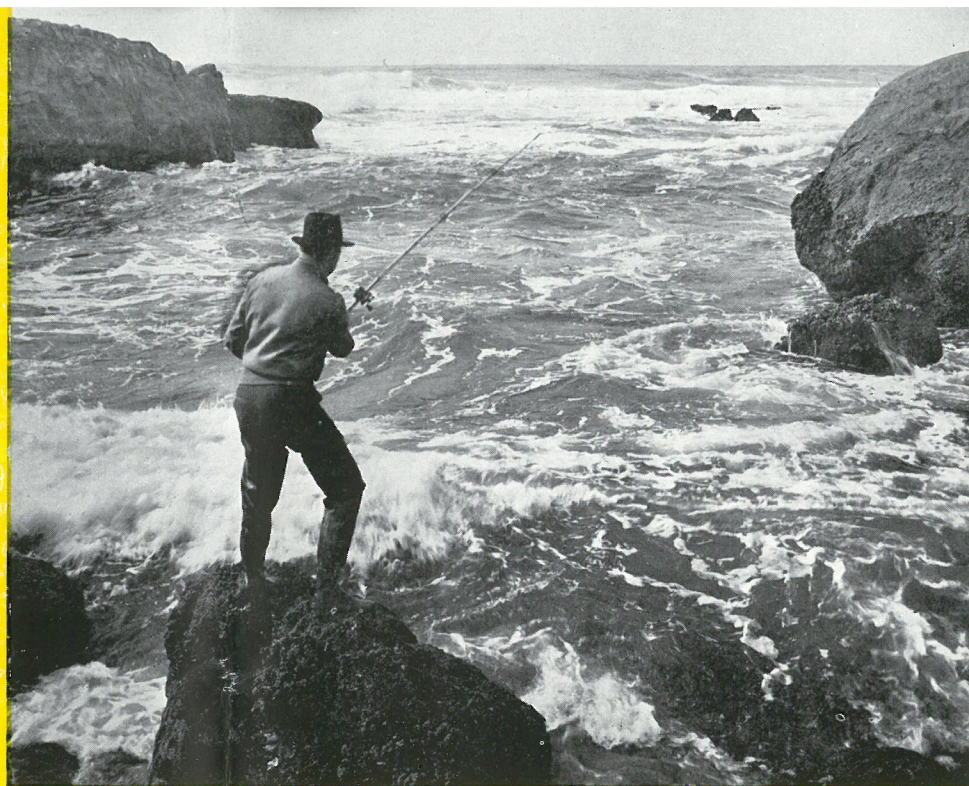


World's largest single lift ship lock for ocean-going vessels. The lock, 500 feet long, 76 feet wide, has a depth of 27 feet over the sills.

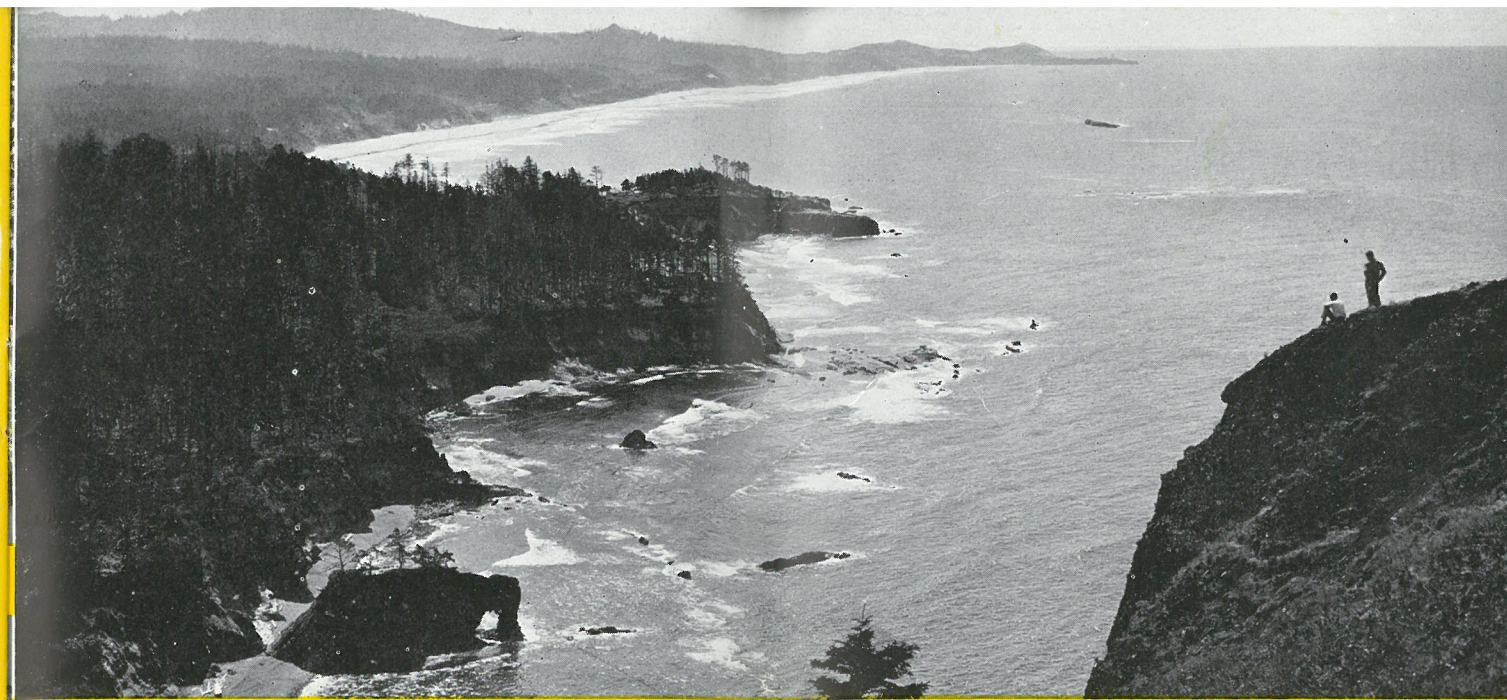
OCEAN BEACHES

From Portland one may drive to the ocean in two hours. Lincoln, Tillamook and Clatsop county beaches are easy of access. It is only 88 miles from Portland via 99-W and the Salmon River cutoff, State 18, to the nearest view of the blue Pacific. The new Wolf Creek and Wilson River roads will bring Tillamook and Clatsop beaches equally close. Gearhart and Seaside are also reached by the Lower Columbia River Highway, U. S. 30, via Astoria, famous for its salmon canneries and the Astor monument, on which is carved the history of the Oregon country.

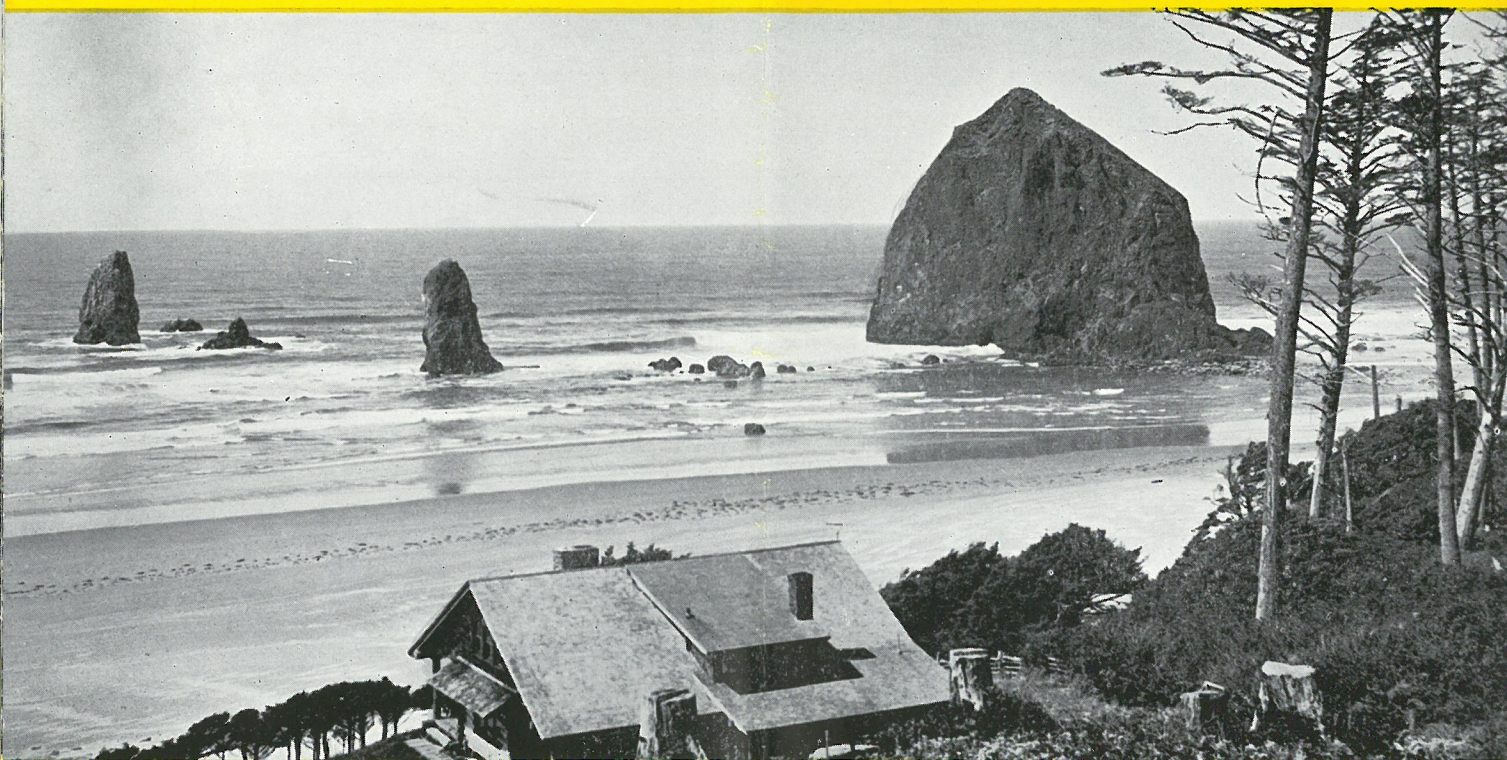
There are comfortable hotels, inns and motor courts at all beach resorts. Rail and stage lines give daily transportation service.



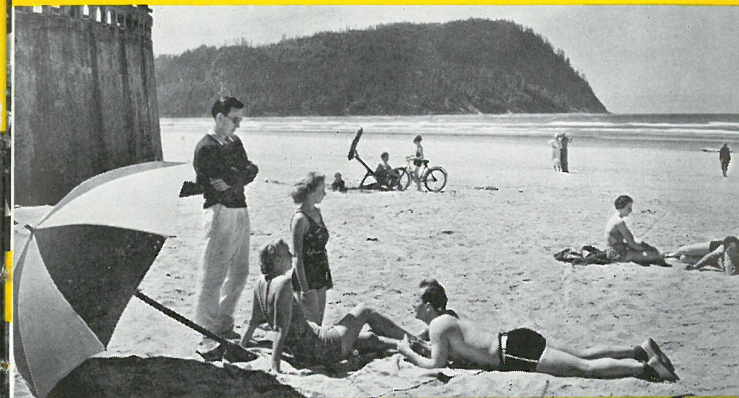
Surf fishing a popular sport along the Oregon coast. Perch, sea bass, ling cod, flounder and other salt fish are numerous. No license is required for ocean fishing.



The broad Pacific from Otter Crest on U. S. 101. Modern highways link Portland to the ocean beaches, several of which are less than two hours distant. Clam digging, crab and deep-sea fishing, agate hunting, surf bathing, golfing, horseback riding, offer a diversity of recreation.



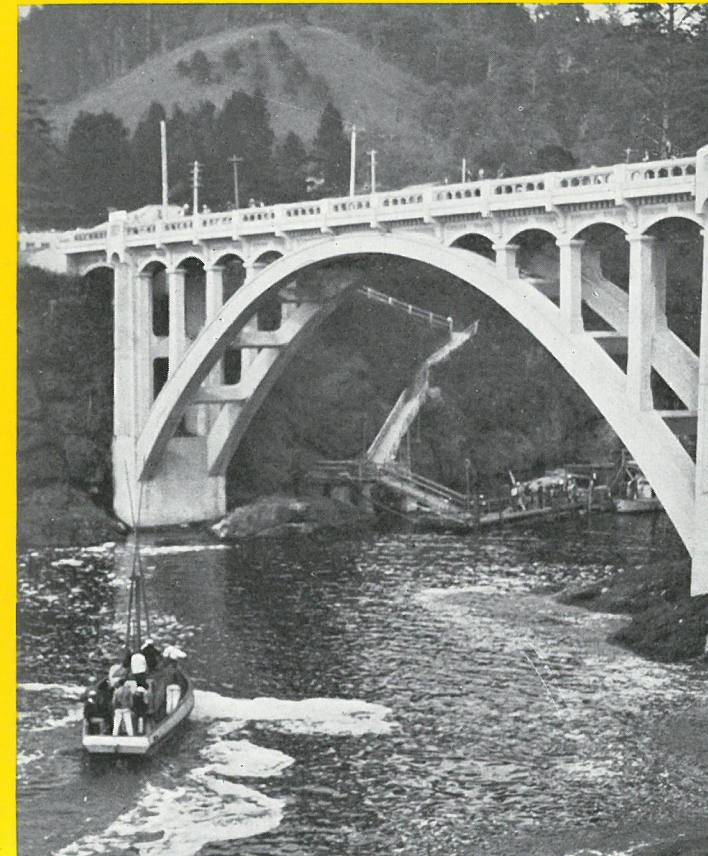
Summer homes may be rented for a moderate price at Oregon coast resorts. This bit of coast line is at Cannon Beach, 133 miles from Portland, via U. S. 30 and 101. By the new Wolf Creek route, open for travel July, 1939, it will be only 80 miles distant.



Play and rest by the sea. This is at Seaside, gay resort city. You will return home feeling like a million after a beach vacation.



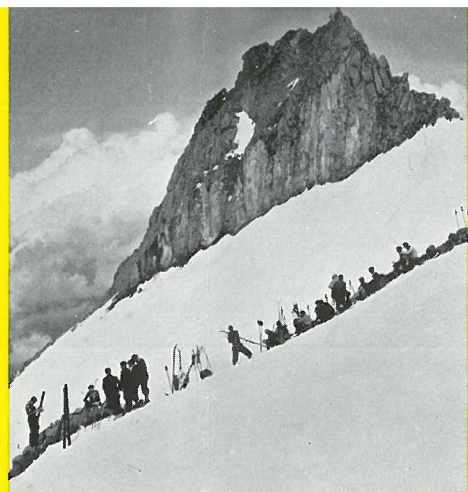
Children find plenty to amuse them at Oregon beaches. The invigorating beach air helps to build them strong and sturdy.



In the summer daily deep sea fishing party trips are made from many coast points. This is at Depoe Bay.

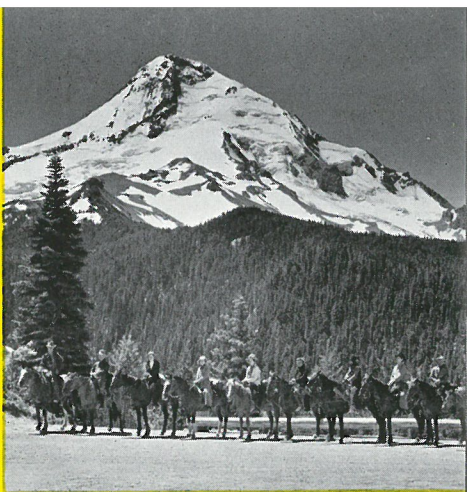
MOUNT HOOD--ALL YEAR PLAY AREA

From the sunshine and roses of Portland it is but an hour and a half to Mt. Hood, in the Mt. Hood National Forest. Summer visitors may ski, climb the mountain, hike, golf, fish or ride horseback. Winter time finds the mountain's slopes dotted with skiers for there are trails to suit the novice or test the expert's skill.



43

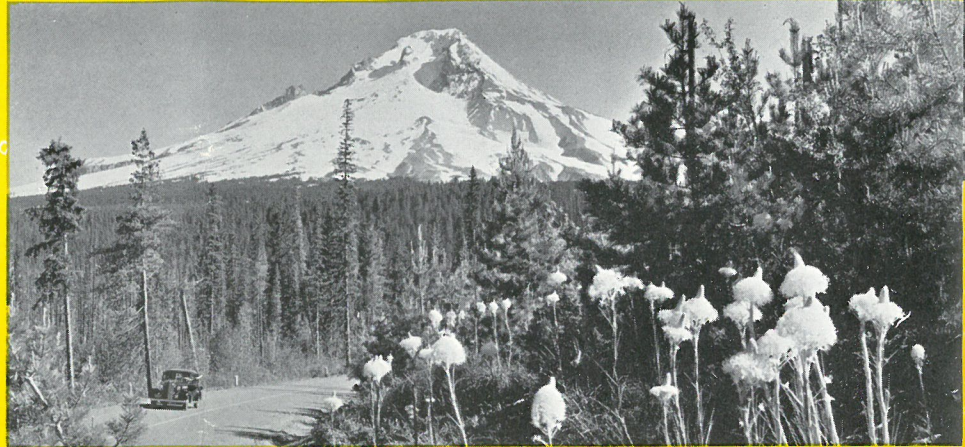
Ski until midsummer on higher slopes. Take short horseback rides or a pack train trip.



44

Timberline Lodge offers the finest of resort accommodations at a price to suit every purse. Snow-capped peaks of the Cascades—Mt. Jefferson, Olallie Butte, Mt. Washington, Three-Fingered Jack, Three Sisters and Black Butte—are glimpsed in magnificent panorama from the Lodge windows.

There are other delightful inns and cabin accommodations. Excellent camp grounds are maintained by the U. S. Forest Service.



Scan

Portland's most popular drive is the 174 mile trip around Mt. Hood via the Columbia River Highway and Mt. Hood Loop, famous for the beauty of its rhododendrons.

45

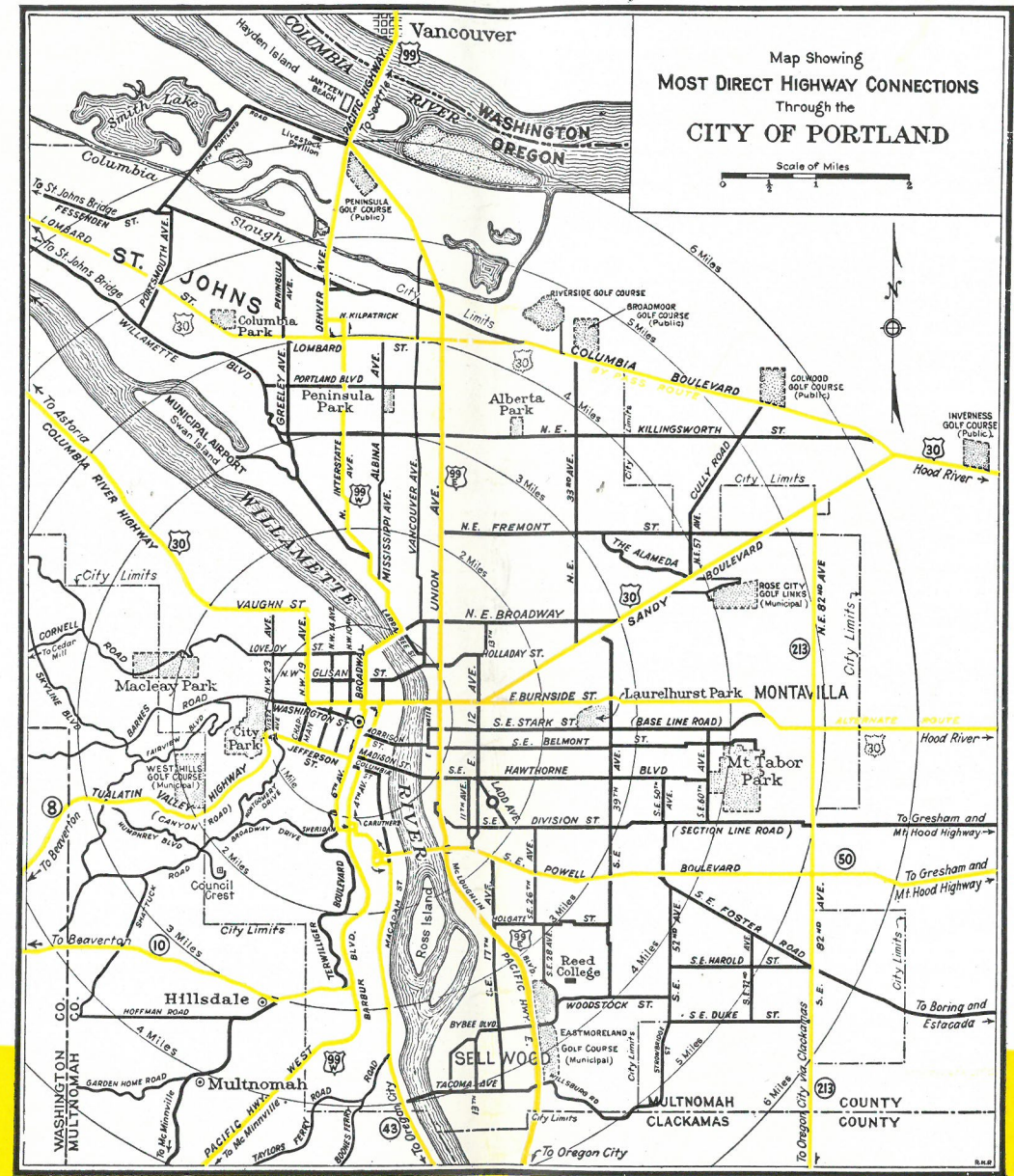


Summer time finds the timberline area clear of snow. In winter it is frequently covered to a depth of 20 feet. Timberline Lodge is 63 miles from Portland by good highway and is open all year. There is daily bus service from Portland.

46



Scan 47



ISSUED BY THE ADVERTISING AND TRAVEL DEPARTMENT, PORTLAND CHAMBER OF COMMERCE, PORTLAND, OREGON

You are cordially invited to write for maps and additional specific information on vacationing in Portland and Oregon.

Recreational areas within a day's drive or less from Portland include the Cascade lake region in Central Oregon, Wallowa Lake in the eastern part of the state, famed Crater Lake National Park and the Oregon Caves in Southern Oregon, the McKenzie river, and the rugged Oregon Coast with its many fine beaches, paralleled for 400 miles by a fine highway.