

World's Lumber Center

Portland is the largest lumber manufacturing city in the world. Thinkers will concede the impossibility of Portland ever losing this distinction when they pause to consider that one-fifth of the standing timber in the country is within the boundaries of the State of Oregon. Statistics prove that Oregon is head and shoulders above the remaining States of the Union in lumber resources.

Portland is the largest furniture manufacturing city in the western half of the United States. This city is also the largest woolen manufacturing city west of the Mississippi River, and has the largest woolen mill west of Cleveland. Portland is the market center and the distribution point for the livestock industry of the Pacific Coast, and is, in addition, the largest shipper of apples on the Pacific Coast.

Portland Is Wealthy

Portland is known as the sub-treasury of the Pacific Northwest. Portland is the pre-eminent bond and mortgage market of the Pacific Northwest. More than one-third of the residents of the city have savings deposits in the local banks. The average per capita wealth in Portland, on June 1st of this year, was almost three times the average per capita wealth of the nation.

Portland is ideally situated for the nature lover or the exponent of sport. A half day's journey to the west brings one to the shores of the Pacific Ocean; a few hours journey eastward plunges one into the rugged grandeur of the Cascades and the Columbia River Gorge.

One can catch that king of fishes—the Royal Chinook Salmon—where the water of the Columbia pours into the sea; and a few miles further inland, one can cast in rippling streams for trout or other game fish.

Paved highways run in every direction from Portland, the most famous of which is the Columbia River Highway—a ribbon of concrete stretching from the Pacific Ocean to the Dalles, in the very heart of the Cascades. Hundreds of thousands of tourists have marveled at the architectural beauty and the scenic grandeur of the highway, and have gone away pronouncing it above compare.

Scenic Grandeurs

The late President Roosevelt, after driving over the road, remarked, "You have, in the Columbia River Highway, the most remarkable example of road engineering in the United States; but, in addition, you have a roadway that for scenic grandeur is not equalled anywhere in the civilized world." Portland is world-famous, as well, as "The City of Roses." These beautiful flowers, that are at such a premium in other communities, dot every yard, almost every thoroughfare and parking strip in the city.

World's Largest Rose Garden

The largest rose garden in the world is now in the process of creation in Washington Park in this city. World recognition came to Portland when the American Rose Society, after a careful and scientific examination into climatic and soil conditions, decided to install their International Rose Test Gardens in the city of Portland.

The rose season culminates each year in June in the famous Rose Festival, when visitors flock from the East and even from abroad to pay tribute to the Portland rose. This festival is an attraction of universal fame, and has done much to influence tourists and visitors that Portland is a mighty good place in which to live.

Other events of world-wide interest take place in Portland. An international exposition was held in the city in 1905, and the Forestry Building, one of the display structures of that exposition, still stands. It is the largest log building in the world. The Pacific International Livestock Exposition, held each fall, is the largest and most successful event of its kind in the world; and the night horse show held in conjunction with the exposition is the largest and finest in the entire West.

The Land of Promise

If we had space, we could go steadily on, singing a psalm of praise for Portland. But these few paragraphs will suffice to explain why, each year, the Smiths, the Jones, and the Johnsons, are leaving their ancestral homes in the East, and coming into this new land of promise where opportunity beckons on every hand; and where the best things of life are centered that will make for happy homes, and where our children can grow into the kind of American citizens we want them to be.

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A few things you should know about

PORTLAND, OREGON

City of Beauty—of Wealth—of Hospitality

AMONG America's large cities, Portland stands unique, because it combines solid business and industrial activities and opportunities, with ideal living conditions.

INCOMPARABLY BEAUTIFUL

Its scenic setting is incomparably beautiful; its climate is delightful. Paved highways, radiating in every direction, lead one into any type of surroundings desired. Within less than four hours' travel of Portland are ocean beaches; snow-capped mountains, glaciers; magnificent lakes; broad cultivated valleys, immense plains, huge forests, and two of America's largest rivers. Every sport from golf to big game hunting or skiing can be enjoyed the year round.

AND AT THE SAME TIME

Portland is a city of 315,000 population.

It is the largest grain exporting port on the Pacific Coast.

It is the livestock and packing center of the Pacific Coast.

It is the jobbing center of the great Pacific Northwest.

It is now the world's lumbering capitol and in three years will be the center of the world's largest lumbering operations.

It is an educational center. Institutions include several colleges, nine high schools and seventy-three grammar schools.

It is the second largest port on the Pacific Coast in export tonnage. During 1923, number of vessels entered 1384, cleared 1393.

It is the second largest primary wool market in America, and the center of Western woolen manufacture.

It is the site for 1,000 manufacturing enterprises.

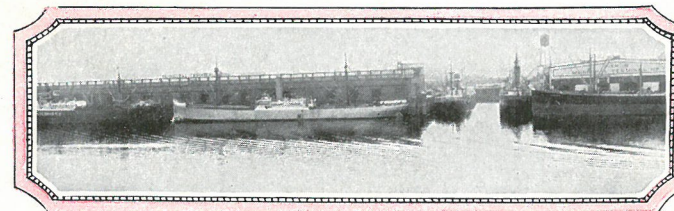
Its industrial plants have inexhaustible supplies of cheap hydro-electric light and power. Gas, also, is cheaper in Portland than other cities.

It is the Northwest's financial center. Its bank clearings are practically two billions of dollars a year.

For information relating to Portland or any part of Oregon, address
Publicity Department—

PORTLAND CHAMBER OF COMMERCE

PORTLAND, OREGON



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AN APPRECIATION

Portland, Oregon

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Mt Hood
11,225 feet high
near
PORTLAND ORE

For you a rose
in Portland
grows
PORTLAND
ORE

Camp life
near
PORTLAND,
OREGON.

The Superlative City!

MR. AND MRS. TIMOTHY B. SMITH, together with the four little Smiths, embarked not long ago on the longest, most exciting, most highly eventful trip of their respective six lives. For years the Smith family tree had existed in the soil of the Middle West—yes, “existed” is the word, for it never grew or flourished—just “lived,” that’s all. Then Fate (or whatever it is that determines these things) stepped on the stage. The Smiths, and the four little Smiths, came West.

They Settled

Again, Destiny moved her pawns and the Smiths settled in Portland. They didn’t know why. Just to get their bearings, they said. Later, after they had recovered their equilibrium, perhaps they would move to some other city. They were seeking a place where they could rear their children and be happy.

This unheralded arrival took place five months ago. Two weeks ago, the Smiths bought a comfortable, vine-covered cottage in the suburbs, where the children can romp and play. They are paying for this place on the installment plan. It will take them three years.

“Are you sure, though, Mr. Smith,” a solicitous neighbor inquired, “that your family is going to like it here?”

Heaven on Earth

“Like it!” Smith exploded, “like it! Why, we love it. If there is a Heaven on earth—and folks can choose their own Heavens—the Smith family wants Portland every time!”

Why?—; This is a very limited dissertation on a very fruitful subject. An entire volume of Per-centers could scarcely hope to hold the things we could say about Portland. As this is a case of quality, not quantity, we shall not tell you all the good things about our City of Roses—only the Best!

A Home City

Portland holds a leading place among the large cities of the United States as a community of beautiful homes, and as to the number of citizens who actually own their own homes. This is partially due to the advantageous situation of the city, as well as to the equable climate.

Water 99% Pure

The famous Bull Run water, known the world over, is piped from its mountain sources to Portland homes. This water is 99% pure, and can be used in storage batteries without distillation. Coupled with these wholesome natural conditions, Portland has the purest milk supply in the United States, as well as the lowest proportionate death rate for cities of the same size in the United States.

Her park and playground system is unexcelled, with public parks, playgrounds, municipal golf courses, auto camp grounds, and several swimming tanks. The Portland libraries show the greatest per capita circulation of all those in the large cities of the United States. Portland has the distinction of being the medical center of the Pacific Northwest, with the new and thoroughly modern University of Oregon Medical School situated in the city, as well as one of the largest and finest dental colleges and schools of pharmacy in the West.

A Great Harbor

Perhaps the backbone of the city’s greatness lies in her port. Situated just above the confluence of the Willamette and Columbia Rivers, at the head of deep water navigation, Portland commands the entire trade possibilities of the Columbia River Basin—a vast land extending east to Montana and Utah. Statistics show that Portland is the fastest growing port on the Pacific Coast.

Of all the large cities on the Pacific Coast, Portland is the only one to offer the mariner an absolute fresh water harbor, which is highly essential for cleaning the boilers and the hulls of the vessels. Municipal and privately owned dockage space and equipment is provided to care for the needs of every nation or commodity. The newest municipal terminal constructed here is conceded to be without a peer on the entire Pacific Coast.



The city of
PORTLAND
OREGON and
MT. HOOD

Columbia River
Highway
The Old Oregon trail
near
PORTLAND ORE

Municipal Golf links
within
the city limits
PORTLAND
OREGON