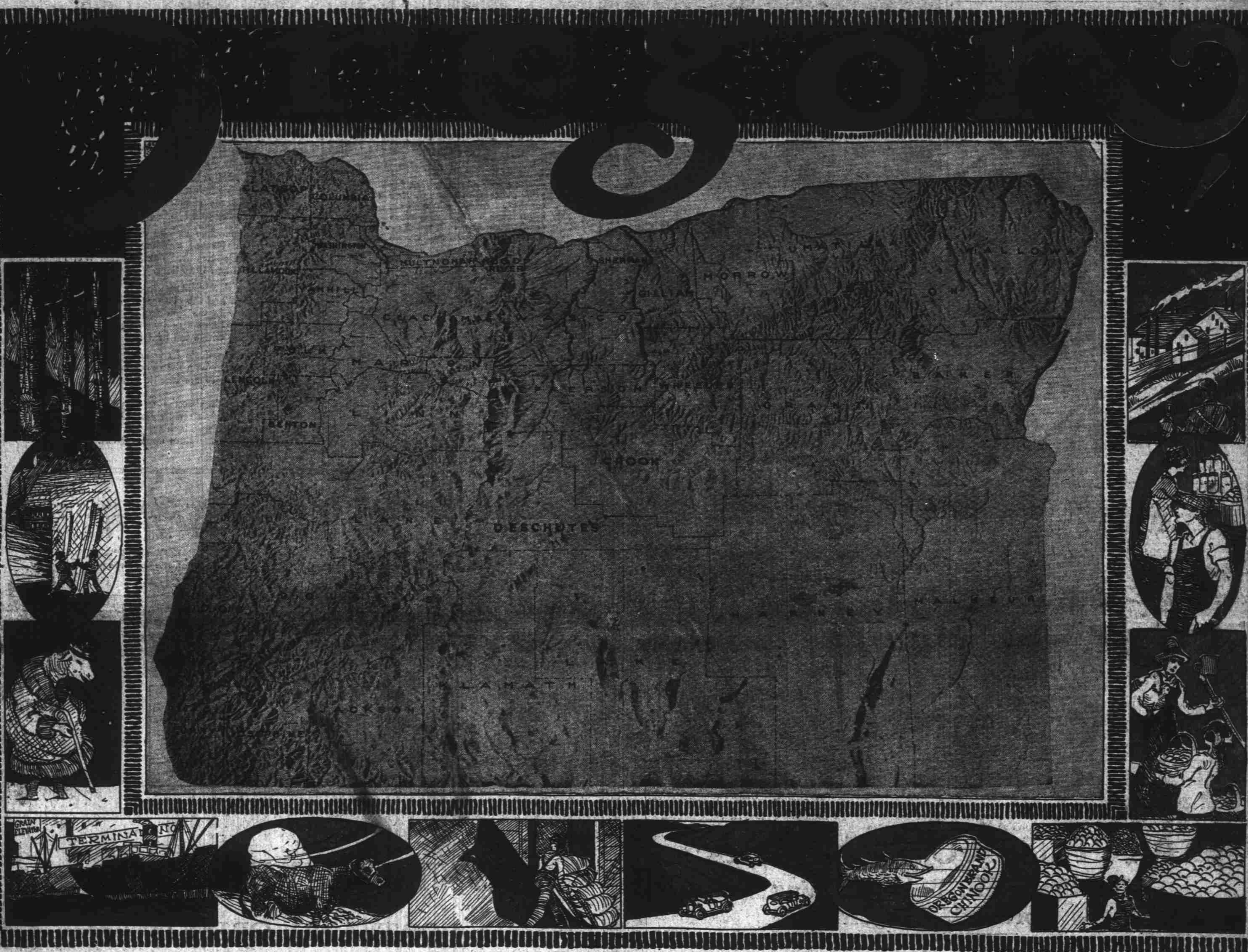


PORTLAND, OREGON, SUNDAY MORNING, DECEMBER 31, 1922.



**H**AS it occurred to you that the people of Oregon are exceedingly audacious? The merest handful—seven or eight persons to the square mile—stand guard over treasure so vast that only in the slightest way has it ever been valued or utilized.

Portland is really the business capital of the Oregon country. It is the primary market, the distributing center, the link that binds Oregon to foreign ports and metropolitan centers across the continent.

But for the moment let us change the figure of speech. Let Portland be the observation tower. Let us get a wide, panoramic hold on the country around us.

The view instantly takes us beyond state lines. That is the reason we use the term "Oregon country". Originally Oregon included Washington, Idaho and parts of Montana and Wyoming. Oregon embraced the Columbia basin with its more than a quarter of a million square miles. The state today contains 96,699 square miles, an area twice that of the state of New York.

It is this great area that Portland naturally serves as industrial, marketing and shipping metropolis. Navigable streams, valley railroad lines, or both, lead from Portland to all of Oregon, the Inland Empire, and Southwestern Washington.

Oregon's \$100,000,000 highway system, with paved roads radiating throughout the commonwealth and with state, counties and government cooperating, present a new transportation factor which centers in Portland.

Across the western half of the state from north to south extend two mountain ranges—the Coast range and the Cascades. East of the Cascades is a great, high, semi-arid plateau. The range, in fact, divides the state into two distinct climates. On the east is all the sunshine of which California boasts, with crisp, sparkling air and winter temperatures consistent with the altitude. On the west is a soft, humid, rarely cold and never hot, climate with summers of pure gold, and in

the winter the rain that keeps all Nature so marvelously green that newcomers are astounded by the vivid emerald.

Out of the east comes the Columbia bursting through and across the Cascade range almost at sea level. Midway between the Cascade and Coast mountains it receives the Willamette, then bursts through the Coast range, two feats unparalleled by any other American river. Thus in its union with the Pacific, the Columbia furnishes the only fresh water port on the Pacific coast. But it does more. All the streams of the United States combined contain 60,000,000 horse power of potential hydro-electric energy. One third of that energy is supplied by the Columbia and its tributaries—more than 20,000,000 horse power, almost altogether unused. Electric energy is working wonders in America today but the wild, unbridled power of the Columbia is twice the present developed water power of the whole United States and nearly ten times the developed hydro-electric power of the west. All the gold yet mined and all the oil taken from the earth represent no such value to humanity and the nation as this water power.

Timber is another resource to be described in only the largest figures. It rises on the mountain slopes—a fifth of all the standing timber of the United States in Oregon alone. Four hundred and fifty billion feet valued on the stump at \$900,000,000, but worth at the usual \$15 a thousand for payroll and other factors incident to manufacture some \$6,750,000,000.

No one knows how to put value on the copper, the mineral rock and the precious metals that underlie the mountainous districts.

But it is in the valleys the people live and what of them?

The valley of the Columbia is a vast basin of wheat—\$120,000,000 worth of grain from the ranches of Oregon alone this year.

The valley of the Willamette is a valley of vegetables.

The butter belt is along the coast where an acre supports two cows.

The valleys of the Umpqua and the Rogue in Southern Oregon are valleys of fruit as is the famous valley of Hood River.

The yield of Oregon farms this year is valued at \$313,000,000.

Lines of production are not, of course drawn so severely as indicated. General agriculture is carried on in most sections and there is prosperity where there is diversified farming.

Portland, for instance, is the livestock capital of the west. The beef and pork of range and farm rank with the best. The wool of the Willamette valley has the longest, softest fiber known. The Northwest has almost a monopoly on world's champion dairy cows. An Oregon hen laid more eggs in a year than any other hen in the world.

An Oregon farmer this year took 350 hundred-pound sacks of potatoes from three-quarters of an acre. Not only are Oregon apples so beautiful in form and perfect in color that world markets demand hundreds of thousands of boxes, but Oregon cherries and strawberries have a combined lusciousness and size that set them apart.

And around all this exceptional fertility and natural resourcefulness is beauty. Beauty of mountains and hills and valleys. Beauty of flowers, of trees and landscapes. Beauty of stream and lake and ocean. Beauty of verdure, of waterfall and vast expanse of view.

From such soil in such environment amid such inspiration and with a people's government of the Lincoln ideal there ought to be produced in the Oregon country the greatest of all values—a type of manhood and womanhood beyond anything that humanity has yet known.