

purpose of giving the right kind of information to people who contemplate coming to Oregon and to enable them to purchase property in right locations, at the right prices and on favorable terms.

A Marketing Committee has also been organized with experts who are helping the farmer to solve his problems of marketing and to secure better prices for his products.

A Publicity Committee has been in action for some time, carrying on a nation-wide campaign to tell the people throughout America the truth about Oregon, its attractions, opportunities and climate, to direct the attention of those who during the past few years have cast longing eyes towards the west and who have an urge or a desire to identify themselves with the west and make Oregon their home.

The carefully planned and executed expenditure of this fund, especially that part of it devoted to nation-wide publicity, in coöperation with the advertising of the railroads, has had a tremendous effect upon the development of tourist travel. The appeal has been largely to vacationists because it is the only advertising which is applicable to all classes of people; manufacturers, financiers, bankers, professional men, farmers, trades people and laborers, all have a time for their vacation. Vacations are arranged for, as a matter of business, money is set aside for this purpose and the railroad companies by the issuing of special tourist rates encourage this business to the uttermost. The result is that eight hundred and fifty thousand people visited Oregon this last year and left no less than twenty million dollars in the state. A large percentage of these visitors came by automobile.

Portland's popularity with the auto tourist is amply sustained by the fact that about twenty-two thousand automobiles—containing approximately ninety thousand

people—have registered in the municipal auto camp in Portland. This travel is not only important from the standpoint of the ready money which it leaves in the state, and which has been instrumental in contributing very largely to the profitable operation of all the hotels in the state, and has served to contribute to the financial benefit of most of our retail stores—especially so in the cities and upon the main traveled highways—but it is important as a nucleus for a very much larger permanent population both in our cities and on our lands.

Portland is the center of the best paved highway system in the United States, another reason for our prodigious tourist travel. The Columbia River Highway is paved one hundred and ten miles west to the Pacific Ocean and over one hundred miles to the east and is without question the most magnificent highway in the world, both for the engineering skill in its construction, its conformity with the natural contour of the country through which it passes, and for the scenic grandeur which is unfolded to the visitor, its entire length.

The Pacific Highway which crosses the Columbia River at Portland is the longest paved highway in the world, stretching from Vancouver, British Columbia in the north thru the state of Washington, the state of Oregon, the state of California to Tiajuana, Mexico, to the south: sixteen hundred and sixty-four miles all paved with the exception of one hundred and fourteen miles in northern California. The Pacific Highway, especially through Oregon, passes through a most prosperous and beautiful farming country which is a delight to all visitors. More people have heard of Oregon during the last eighteen months than before in all its history. Nearly twenty thousand inquiries have been received by mail by the Portland Chamber of Commerce as to Oregon's future, and its possibilities,

its beauty, its climate and its resources. The population in Oregon is steadily increasing and there is no question but that an era of development and prosperity has set in. The people who come to Oregon realize the fact that the people here live under the most favorable conditions, where there are all the essentials for a perfect family life: educational facilities, outdoor sports and amusements, a temperate climate, beautiful surroundings, in short, a state which embraces all the natural elements that are essential to human contentment and happiness.



At the top of the trail of the Blue Mountains in Oregon.