

PROSPEROUS PORTLAND PRESENT AND FUTURE

Rosy Prophecy as to the Great Population of the City in 1917 if the Present Rate of Increase Is Maintained During the Next Ten Years

By E. L. Thompson.

Portland continues to grow as rapidly in the next ten years as it has in the past seven. Its population in 1917 will be over 575,000. Starting as these figures seem to be, this is not a prediction, but an estimate based upon actual facts and figures showing our increase in population in the past seven years. Our school census, city directories, stamp sales, postal reports and other means of statistical calculation show our population to be very nearly 300,000 at present. Yet the more conservative judges place it at 285,000. Taking this latter conservative figure as a basis of calculation, it shows a compound increase per annum since the census of 1900, giving 50,000 population, to the present estimate of 285,000, or 12 per cent per annum. Continuing this same percentage of increase for the next ten years, our population in 1917 will be over 575,000. If this estimate strikes you at first as high, take your pencil and you can prove it for yourself.

If a 12 per cent increase annually has been shown in the past seven years, what can we not expect in the future, with the deepening of the channel to the sea, bringing us in closer touch with the great development of the Orient, South America and Pacific ports, the building of additional railroads, the development of large irrigating projects in the interior tributary to our city, increased lumber and wheat exports, and the development of the many other resources of our state? Even at present, Portland's manufacturing plants are producing more revenue and paying larger wages in their respective lines than those of any other city on the Coast. This may also surprise some of our native Oregonians. If you are in doubt, investigate a little and you will find the proof.

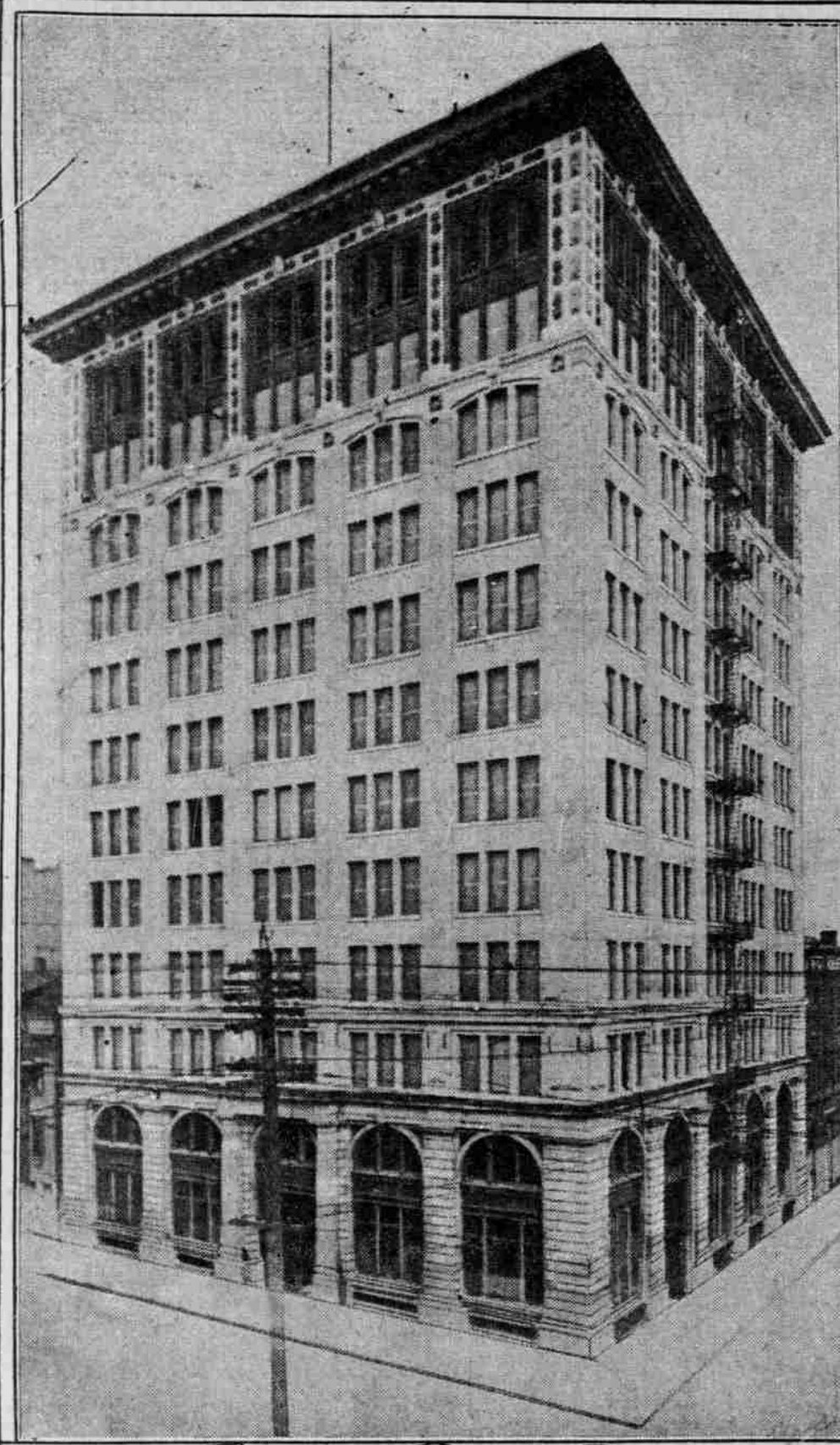
Why are we reasonably sure of this continued increase? Sixty-five years ago the entire Pacific Coast, north of Mexico, was practically uninhabited except by roving bands of Indians. About that time gold was discovered in California and the Nation awoke with a desire to go West. Thousands of brave men crossed the plains with ox teams, taking from four to six months to make the journey, while others came by water around the Horn or across the Isthmus. While many remained in California, a few of these daring immigrants finally drifted north to the Oregon country. Others returned to the East.

This was the awakening of the West. Ten years later the Government statistics show the population of the entire Pacific Coast to have been 190,000, while 20 years later the population had increased tremendously. The Union Pacific, the first railroad across the continent, was completed to San Francisco in 1872, yet Oregon was without rail connection. The only means of reaching Portland from San Francisco was either by ocean steamer or by stage over the Siskiyou Mountains. But look what followed in the 17 years from 1875 to 1892.

The population of the Coast jumped from 365,000 to 2,375,000. During this period the Oregon & California Railroad, now known as the Southern Pacific, was completed south to San Francisco, the O. R. & N. was joined with the Oregon Short Line and Union Pacific to the East, while the Northern Pacific offered an outlet to the North. Then came the panic of 1893, when it seemed that the entire world, especially the United States, was going to rack and ruin. Yet, severe as was the shock, with financial wrecks strewn broadcast, the Pacific Coast was the first to recover, while Portland had fewer failures than other Coast cities. In face of the fact that the products of our state had been marked by such a low figure for several years previous to 1892. The products of the Oregon farm were selling the lowest in our history, while our vast forest resources were going begging, ranches were mortgaged for their full value, wages were low, the logging and saw-mill industries stagnant and undeveloped. It was, therefore, no great wonder that even Oregon had to feel the panic. The entire West was heavily in debt, struggling to meet the constant drain of interest due to the Eastern and foreign loan companies, and yet during this period Portland continued to grow.

But look again ten years later. The state and Portland proclaim to the world the great Lewis and Clark Fair. In the two years that followed Portland seemed to jump from a large town of about 115,000 to a city of 185,000 happy, busy people. Throughout the state farmers now are out of debt, banks filled with deposits, and merchants doing the largest cash business in their history. The recent financial panic, or money stringency, in New York served to demonstrate to the world that the West was not only out of debt but had money to loan to the East and was not endangered by the manipulations of the Wall-street stock jobbers.

Why this change? With this great development of the Pacific Coast, thousands are looking to the West as the land of opportunity, with its boundless forests, great irrigating projects, unmineralized and splendid climate. Who can accurately gauge the growth of a favored city thus surrounded, the only fresh-water harbor on the Coast, the terminus of more transcontinental railroads than any other city on the Pacific Slope? Is it unreasonable to presume that Portland's population will continue to grow at least in the same ratio, if not more rapidly, in the past? If this is to be a city of over 500,000 in ten years, what are our needs? I would say two and one-half to three times as many schools, churches, dwellings, store and office buildings, larger and better parks, paved streets, tunnels under the river for rapid transit, boulevards, drives, additional and improved docks along our waterfront and the many other improvements worthy of our beautiful city. Let us, therefore, build substantially today, with the future 500,000 city



WELLS-FARGO BUILDING



COUCH BUILDING
4TH. NEAR WASHINGTON

In mind, so that we shall not be confronted in the next few years, as we are today, with bridges, Courthouse, City Hall, Postoffice building, schoolhouses, office buildings, Fire and Police Departments, even the City Jail—all too small for present needs.

CITY'S BUILDING PROGRESS

More Fine Business Blocks Now Under Construction Than Ever Before in Portland's History

THERE are at present more large business blocks under construction in Portland than at any other time since the city first began discarding the low frame buildings of pioneer days and replacing them with solid brick blocks. On Fifth street alone, buildings are now under way, aggregating in value more than \$1,000,000, and the movement is general throughout the central portion of the city.

The Wells-Fargo building, now nearing completion at the southwest corner of Sixth and Oak streets, is one of the most modern office buildings in the West. It was designed by a leading New York architect and combines every good feature of the latest type of office structure. This building is 12 stories in height. It will be occupied almost exclusively by transportation companies, and will be the home in

Portland of the Harriman railroad lines. Another fine reinforced concrete building is nearly complete on the west side of Fourth street, between Washington and Stark. It is being erected by the Lewis estate and is known as the Couch building. It is eight stories high. Adjoining this building, some of the oldest frames in Portland were recently demolished to make way for a modern business block. It is to be seven stories in height and is being erected by Reichardt Brothers. The excavation is now complete.

Work is well along on a nine-story steel and brick building for the Portland Commercial Club at the northwest corner of Fifth and Oak streets. Workmen are now putting up the steel skeleton for this structure.

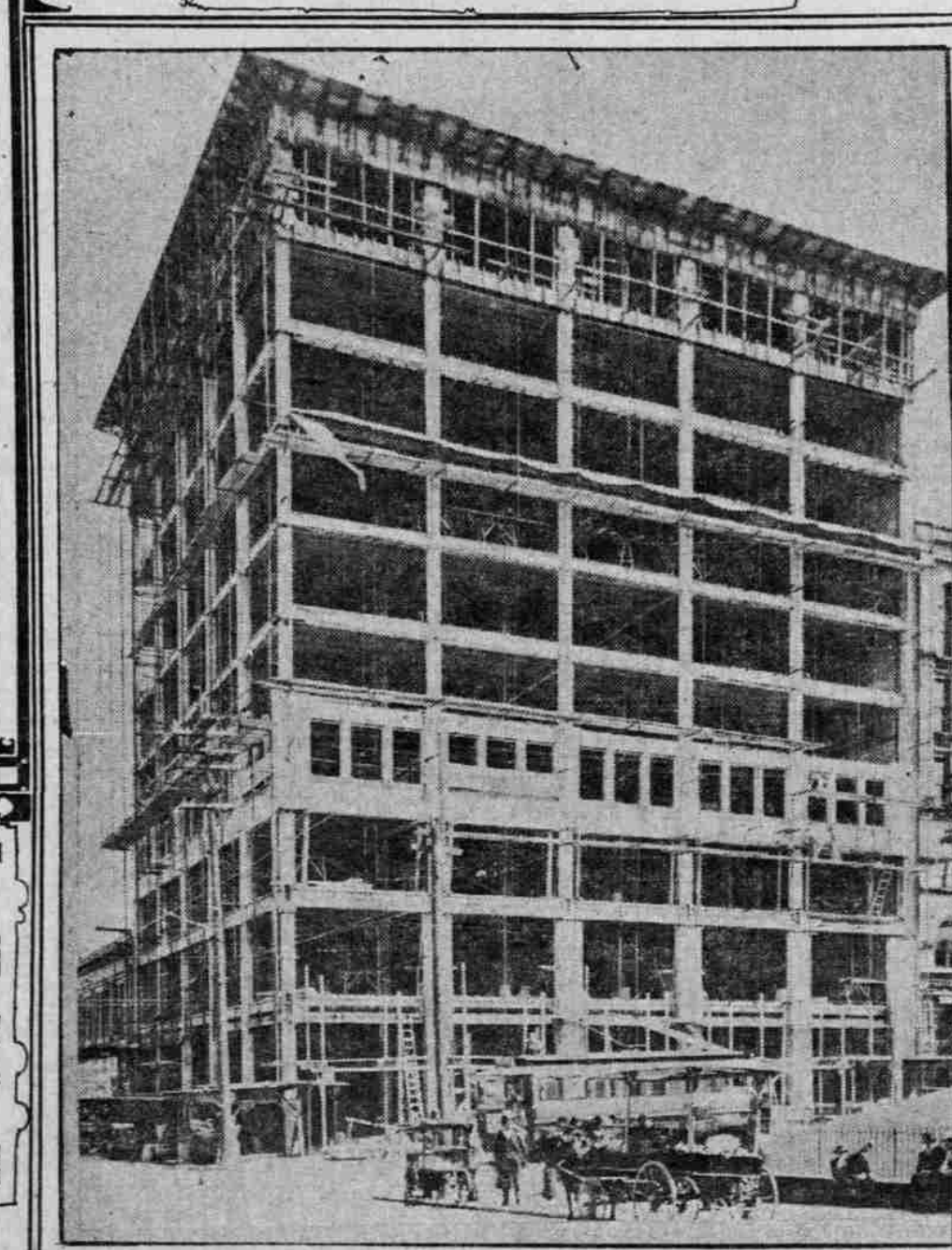
Portland is leading the entire country in the rate of increase in building permits and the many new blocks are completely changing the appearance of the city. The Corbett building, at the southeast corner of Fifth and Morrison streets, will be ten stories in height, and is of class



Y.M.C.A. BUILDING TO BE
ERECTED DURING 1907



FAILING BUILDING



CORBETT BUILDING

No City in World More Happily Situated Than This. Is Belief of Mayor Lane—Excels All Others in Its Available Resources

By Harry Lane, Mayor of Portland.

PERHAPS no city in the world is more happily situated than Portland, Or. Whether it was a mere matter of chance in the first place that its "lines" were cast as they were, or was due to the far-sighted wisdom of the founders of the city, I have no opinion. That it was located entirely upon the west bank of the Willamette River, however, whereas the city of today occupies both banks of that river, is pushing its way across the peninsula which separates the rivers and is rapidly approaching the Columbia River with its numerous homes and industries, indicates that the full significance of its location was not appreciated by its founders.

Portland today embraces the highlands on both banks of a river which drains a beautiful and fertile valley, 150 miles in length, the wealth of which must forever seek an outlet through the portals of this city, and the interests of the city are intimately connected by the strongest ties with those of the great Willamette Valley. Lying to a great extent upon the peninsula which separates the Willamette from the Columbia River, Portland's interests are quite as intimately connected with those of the great Columbia River basin, an empire in extent.

At this time the position of Portland as the strategic point in relation to the wonderful resources which lie contiguous and tributary to it is fully appreciated and understood, and in consequence the city is undergoing the greatest growth in its history. Without any "booming" I may say that the city has crossed the threshold which separates it from its past and has entered upon a period of the larger growth which is to be, and stands forth the most solidly prosperous city, with larger available and untouched resources than any other city in the United States.

The resources upon which the city does now, and is to depend for future growth and prosperity, have not been discounted, but remain an asset almost untouched—a condition that does not prevail in many Western cities, and speaks volumes for the wisdom and conservative disposition of the people of this city. Another fact worthy of note is this: There are in course of construction, at this time, more buildings involving the outlay of a large sum of money for such work than has ever before been undertaken at any like period in the history of the city.

Not only in its geographical situation, its resources and its present prosperity is the city to be congratulated, but in many other equally important respects it stands without a peer. Owing to its mildness of its climate, its natural advantages for drainage, and the purity of its water supply, which is owned and successfully operated by the municipality, it has the lowest death rate of any city in the United States.

In its public affairs the city is governed by a charter which was submitted to the popular vote, and adopted by the electorate of the city itself, acting under which any or all changes must be submitted to a vote of the people. Upon the other hand, under petitions the people may initiate any measure which they desire to become a part of the organic law of the city, such measure being submitted at the next subsequent election. In these important respects this city is a pioneer, far in advance of the vast majority of American cities.

In the matter of the administration of its public affairs the sense of civic obligation upon the part of the residents is that of a high type of citizenship. It demands of its officials that its affairs be conducted in the interests of the people, and in consequence if any "graft" exists, it does so by stealth and with a fear of discovery. The moral tone of the city is upon a high plane and is strong enough to keep the vicious element out of control of the affairs of the city.

All in all it may be truthfully said of the city at this time that it offers better inducements, founded upon indisputable advantages, for a steady and permanent growth along right lines than does any other city in the United States.

Educational Facilities of State

OREGON offers the best of educational advantages for both elementary and advanced study. Its public school system compares very favorably with that of any State in the Union. Besides the Grammar and High schools, the State maintains a university of recognized standing at Eugene, and a splendidly equipped agricultural college at Corvallis.

Two religious denominations are represented by the following institutions: Pacific University and Tualatin Academy, at Forest Grove; Congregational, Willamette University, at Salem; Methodist, Albany College, at Albany; Presbyterian, McMinnville College, at McMinnville; Baptist, Pacific College, at Newberg; Friends, Columbia University, at Portland; Catholic, Mount Angel College, at Mount Angel; Catholic, Philomath College, at Philomath; United Brethren, Portland Academy, at Portland; Presbyterian, There are also State normal schools at Weston, Ashland, Drain and Monmouth. Throughout the State there are also many private and parochial schools.

Oregon Not a "Webfoot" State.

The climate of Oregon is apparently the one thing which the people of the East find it difficult to understand. Oregon is often referred to as "the place where it rains all the time." A more erroneous idea of the rainfall of the state is impossible. Albany, in the center of the Willamette Valley, has an annual rainfall of 42 inches. Chicago has 34 inches, St. Louis, 41, New Orleans, 50, Galveston, 45, Nashville, 49, Vicksburg, 53, Jacksonville, 54, Chattanooga, 54, Cincinnati, 43, Washington City, 42, New York and Boston 44 inches.

Do Not Fail to See Portland.

Your excursion ticket to the Christian Endeavor and all other Pacific Coast conventions includes Portland without extra cost—and can be bought at any station in the United States or Canada.