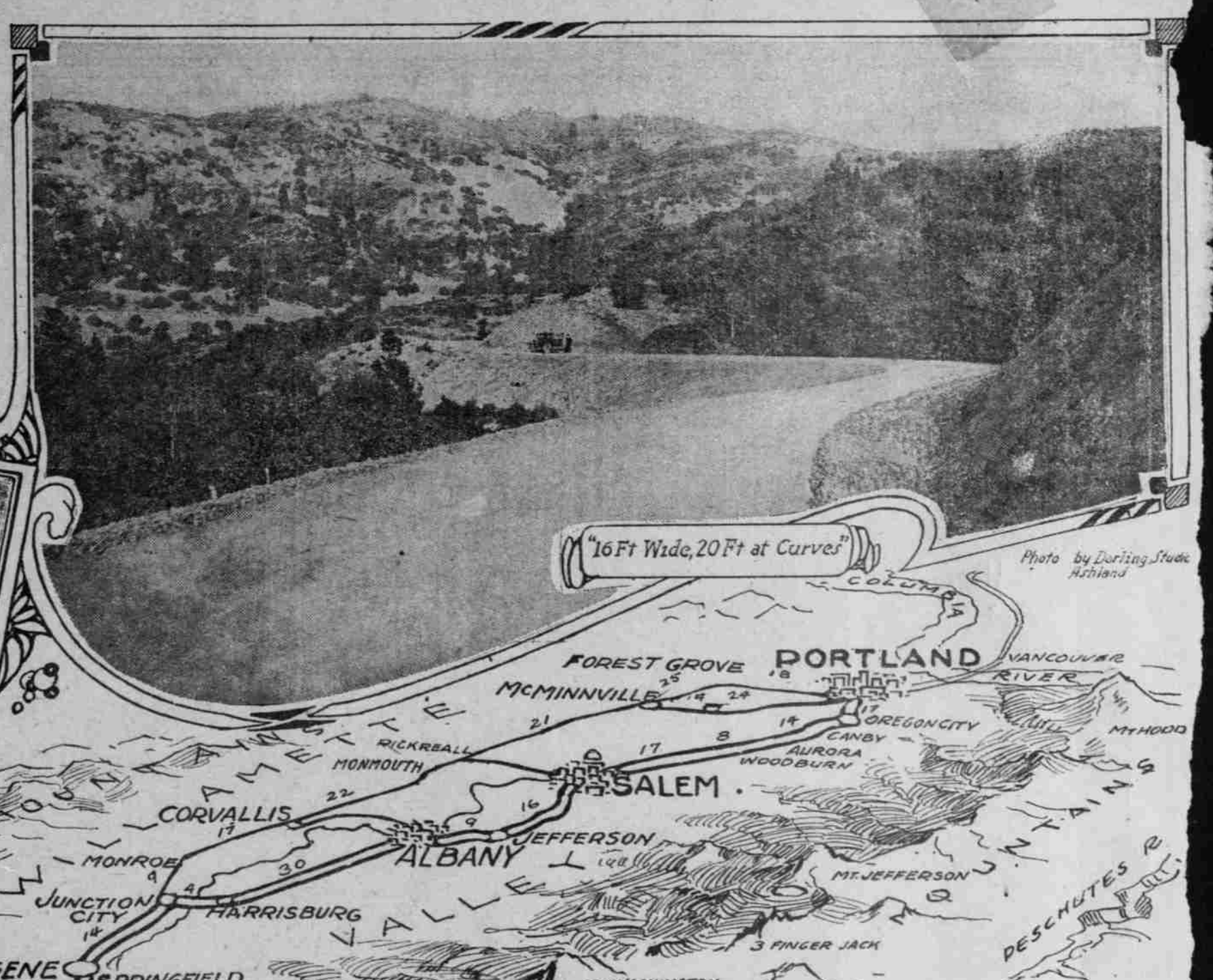
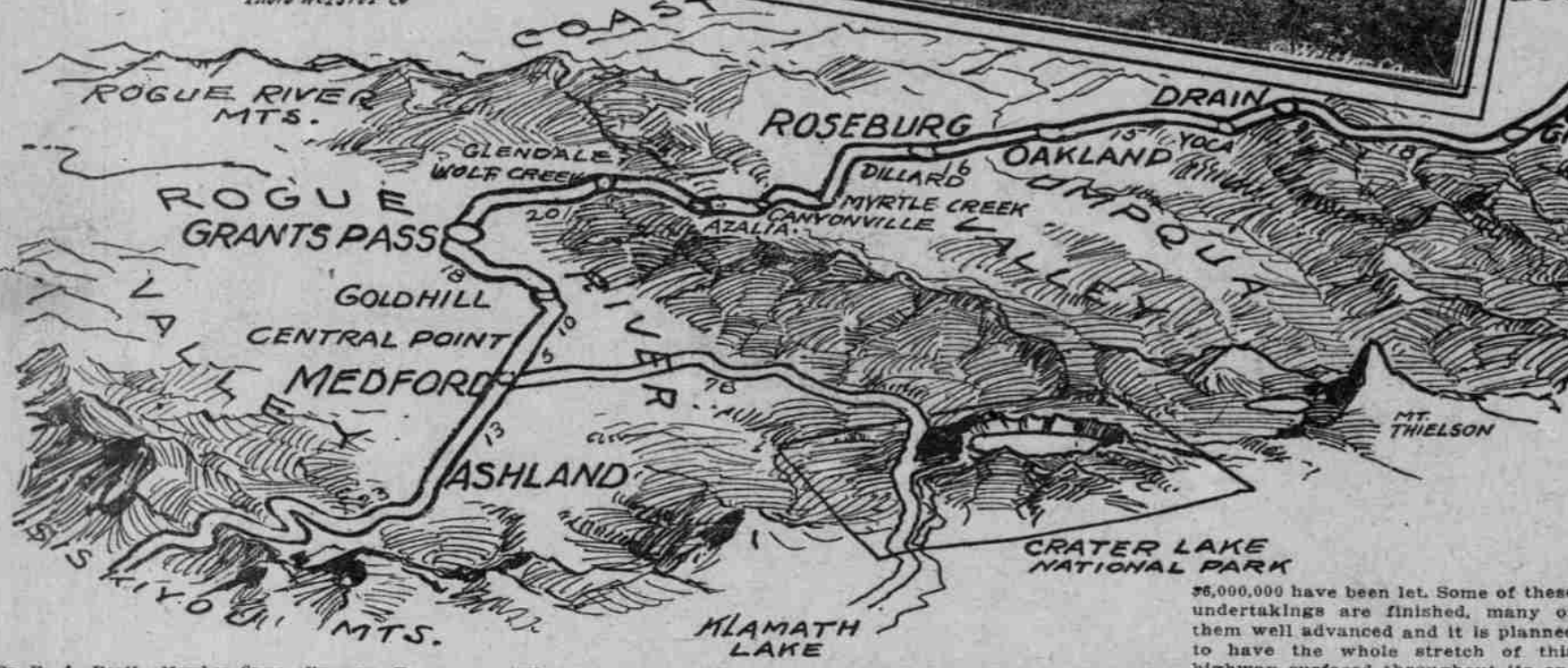
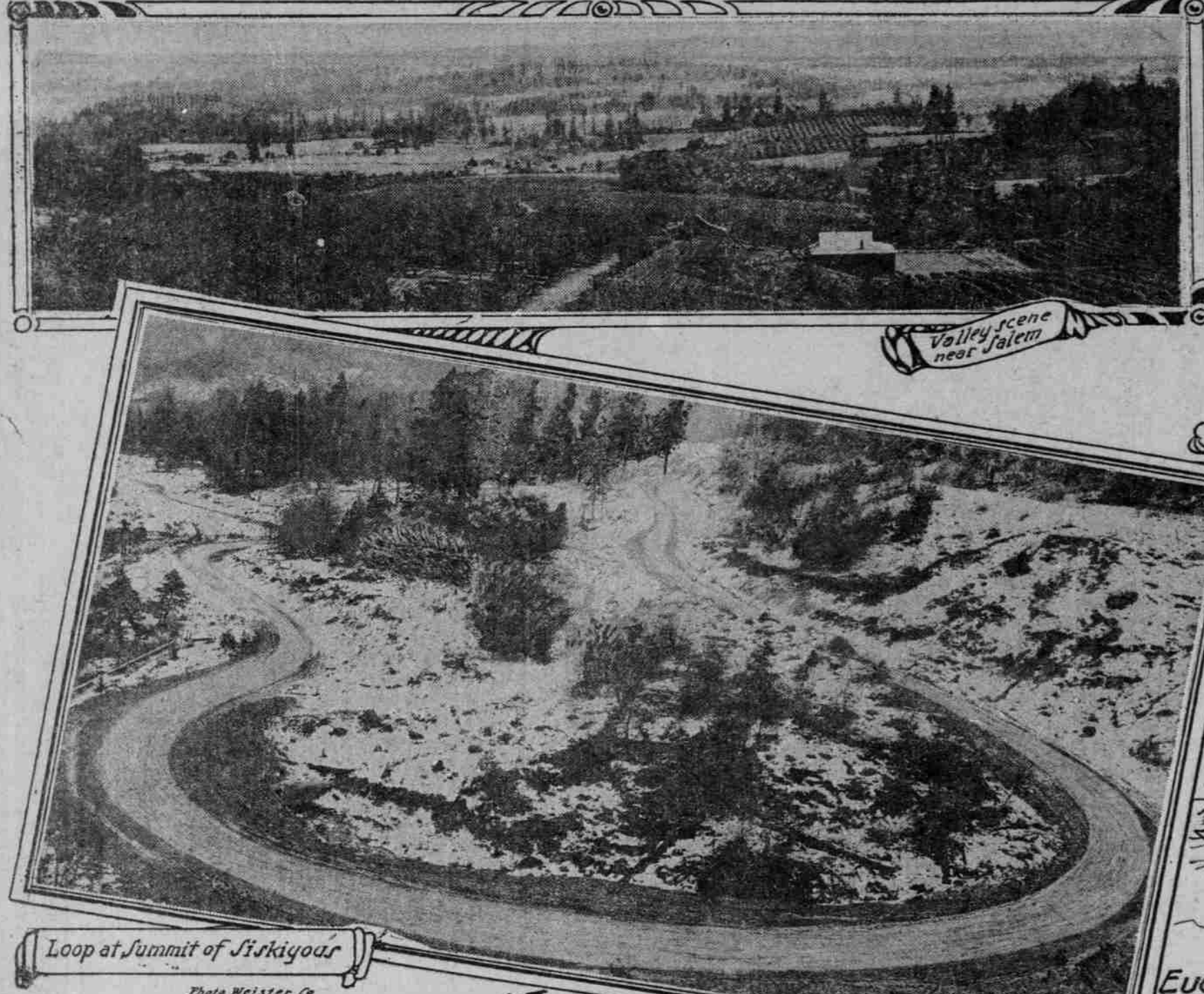


PACIFIC HIGHWAY GREAT COMMERCIAL THOROUGHFARE, AND WEST'S WELCOME

Connections Are of International Importance, Road Extending From British Columbia to the Mexican Line, Serving Large Numbers of People and Winding Through Most Beautiful Types of Country



By R. A. Booth, Member State Highway Commission.

THE Pacific highway is Oregon's greatest commercial thoroughfare and the west's welcome to the world.

Its two branches begin at Portland, both traversing the Willamette valley—one east and the other west of the Willamette river, merging at Junction City in Lane county, 112 miles south of Portland, and extends thence southward to the California line, a distance by the east side highway of 354 miles.

No other road in the west serves as many people. No other road of equal length could be mapped to be of greater interest to the people of Oregon.

As an international highway it connects the United States with British Columbia and Mexico. As an interstate road it extends through Washington, Oregon and California—the states of the Union that border on the Pacific ocean.

More than half of the entire length of the Pacific highway in Oregon lies in the Willamette valley, the region earliest settled, best developed and most densely populated. The wonderful valleys of the Umpqua and the

Rogue contribute immeasurably to the importance of the Pacific highway, for they are fertile, highly cultivated and beautiful and the centers of a hundred tributary regions.

All of the county seats of the western Oregon counties are on or in sight of the Pacific highway except those of the coast counties and they are connected with it by laterals that are a part of the state system of roads. The Columbia River highway, destined to be as widely known as Niagara and to become as popular as any American road, intersects the Pacific highway at Portland—a city combining more of interest and beauty than any other western city.

Highway Connections Important.

Connecting the state's metropolis and its capital city with most of the principal towns of western Oregon, this highway accommodates most of the manufacturing and other commercial interests of the state. Such prominent institutions as the university, agricultural college and normal school are by this roadside and in full view also are the state's penal, reformatory and eleemosynary institutions.

Every mile of the Pacific highway

is a market road and more than any other highway of the state must bear its traffic. Connecting communities, towns, cities and states in their neighborly and industrial relations, the Pacific highway must always remain to Oregon the great artery through which will continually and increasingly move the travel and traffic that engages and supports its people. In a varied and real sense it is the people's road, supported universally by their sentiment and provided by their legislature.

By provision made for the Pacific highway by legislative enactment at the 1917 session and extended by the session of 1919, this highway was made of first importance and its location, grading and paving were directed and funds for its construction were provided. The increasing use and importance of this highway has compelled the construction of a better roadway than at first contemplated and as a result the width in many places has been increased and the base thickened to considerable cost.

Except for a few short stretches the Pacific highway has been definitely located and the greater part of it is under construction.

Contracts involving more than

\$6,000,000 have been let. Some of these undertakings are finished, many of them well advanced and it is planned to have the whole stretch of this highway surfaced throughout its entire length before the end of 1920. A part of the distance must be macadamized to provide time for proper settlement on new grades and because of lack of funds immediately available. Excepting ten miles in Clackamas county, the east side highway is paved from Portland to Salem. About 150 miles of the east side Pacific highway has been put under contract for paving and about 75 miles additional is under contract for macadam, leaving about 190 miles of surfacing yet to be undertaken.

On the west side Pacific highway about 75 miles of surfacing has been provided for—60 miles of paving and 15 miles of macadam. Contracts, completed and current, covering more than \$6,000,000 have been let by the state highway commission for the improvement of the Pacific highway and the counties during the past decade have contributed some millions in addition in grading, bridging and paving.

Counties Share Work.

There is but a comparatively small portion of the entire distance that has not been put under contract for grading and nearly the whole of the ungraded part is work to be done by the counties through which the road extends. It may be determined by this statement that the Pacific highway in this state will soon be an all-

year road throughout its entire length.

Of prime importance to the people of the state is its use by them, but it will be an asset to Oregon of which we yet are but half conscious. Travel by automobile is the marvel of the present day—not so much because of its possibility, but because of its extent. It's only a few months ahead when the figures given here are from our state will show a 100,000 ownership. Good roads increase many fold their utility and greatly reduce cost of their operation.

What of the benefits to us from the travelers from beyond our borders when our roads invite them? They will visit us like the birds returning for the springtime. If the tourists by Pike's peak for \$50,000,000 each year and still leave it as a permanent asset to Colorado; if California collects nearly twice that amount annually as a tribute from her travelers—and the figures given here are from statements published as actual estimates—then it is a reasonable certainty that when our present road system, as mapped by the Oregon legislature, is completed it will bring to Oregon annually more money from tourists than we will have expended when all the funds now provided for by the state are exhausted.

As there is no other land like America, when we consider its institutions and its ideals, so there is no other state like Oregon in the immense and varied offerings of its varied offerings to all those who come within its borders, and the Pacific highway must become an essential part of the pathway of every coast traveler.

Take a brief view of this great highway route: At the north, leaving

the broad sweep of the Columbia, the second river in importance on the continent, it enters the Willamette valley as its northernmost boundary and follows it southward for 180 miles, thence traversing the Umpqua and Rogue river valleys in turn.

The Cascade and coast ranges of mountains, that parallel each other and the Pacific ocean as well, divide Oregon into three distinct sections, topographically. One of these sections is the coast region, lying between the summit of the Coast range and the Pacific ocean; another section is known as eastern Oregon, with the summit of the Cascade mountains and Idaho as its west and east boundaries, respectively. The region between these mountain ranges is the wonderful region where the Pacific highway lies as a chain tying Oregon to its sister states. As stated, the regions that it traverses are the Willamette, Umpqua and Rogue valleys. These three valleys, distinct in drainage and character, extend the entire length of the state north and south, or from the Columbia river to the Siskiyou mountains. These three valleys take their names from the great rivers that especially mark them. Dwellers along their banks may feel proud of them and certain that no streams are more beautiful. The Willamette, the Umpqua, the Rogue—the premier rivers of the west, and that means of the world!

"Heart of Oregon" Described.

The Willamette valley, one of the world's greatest, with the Columbia river, the Calapoopa, Cascade and Coast range mountains for its boundaries north, south, east and west, early became the very heart of Oregon. From this center was propelled the human flow that conquered, claimed and cultivated the many rich natural subdivisions of the state. The Pacific highway traverses elliptically this valley.

Hence in a day's ride, starting at any point on the highway and completing the circuit under good road

conditions one may see every section of the valley and visit every county that comprises it. On such a trip would be seen broad fields and majestic mountains; rivers that cheer and cities that captivate; forests that bewilder and orchards that delight. Every state institution—educational, reformatory, eleemosynary or penal, save one, is located in this valley and may be seen on the suggested day's outing. There is so much of interest in this valley that it would require pages and pages more than allotted this article to mention them, and the facts given and others that follow relating to the valleys south are for the purpose of emphasizing the importance of the Pacific highway—the heart's great axis.

The Umpqua country is a sort of midway or center along the Pacific highway. It is between the Willamette and the Rogue valleys and that is sufficient to insure its greatness. It's where you'll want to stop to fish, hunt, eat strawberries and cream; see a score of small valleys and a hundred different kinds of foothills and mountains, all contributing health, beauty and wealth. The Pacific highway is located through the center of the Umpqua country.

Extending still southward, crossing streams, climbing hills, dropping into vales, the highway enters the wonderland of the Rogue. Pluck and enterprise, intelligence and patience have here done their perfect work. Here apples, peaches or pears contribute every day to the attractiveness of living. Alfalfa with its varied uses adds thousands to annual incomes. Here mountains and gorges harbor trout, and the mountainsides of the miners since the rush of the early '60s.

No attempt has been made in these paragraphs to describe adequately by these three great valleys. They have merely been mentioned; description will follow from the millions of people who will travel through them by the Pacific highway. It is the importance, the necessity, the interest, the beauty and the richness of the valley that has had voice in state legislative enactment and favorable pronouncement from all who come this way.

On the Pacific highway in Oregon are no desert aridities or biting winds. The sun shines here only to invigorate and the showers come but to

refresh. The mountain summits of the west support a half hundred varied culminating points that welcome the great waves and their gentle breezes across the Pacific highway to mingle with those of the Cascades summit, where even the snow-crowns—Jefferson, Sisters, McLoughlin and others—as mile posts marking travel's way.

Rivers Give Life Zest.

And from this forest-clad range as from these glacier mountains come these wonderful rivers—"from the Cascades' frozen gorges, leaping like a child at play," not only to enrich valleys and gladden homes, but to give power and zest to life. And for a hundred miles and more these streams flow by the roadside where "springing green witchery in weaving braid and border for their sides"—where even green trees give shade and shelter and flowers make fragrant every breeze that blows.

Of course, all Oregon is not the Pacific highway, but all roads firmly led to Rome, so now all Oregon leads to the Pacific highway. If you are traveling the Pacific highway and want to visit the thousands of acres of wheat fields or unbounded stock ranges of eastern Oregon, you may turn eastward almost at will. The Columbia highway leads the Pacific highway eastward directly to the Columbia river basin and the Astoria highway connecting at McMinnville, the Santiam highway from Albany, the McKenzie highway from Eugene, the Willamette highway from Roseburg and Crescent from Grants Pass.

I will close if you will let me do a nail just here: We of Oregon will realize what the Pacific highway is now to us and have but the faintest glimpse of what it may—when it becomes in our social, recreational, industrial—yes, in scores of ways we will use it in its intercourse.

May we not say that the road the Pacific highway was marked the hand of God, and his children are its resident keepers must be sent in removing the stones and leveling the briars from this marvelous highway—that must stand as an invitation to all who hear of it the frequently used pathway of those who love nature's offerings or are seeking the peace and quietude of the west?

IT IS THE WEST'S INVITATION TO THE WORLD!

PACIFIC NORTHWEST TOURIST ASSOCIATION ACHIEVEMENTS NOTABLE IN '19

Aggressive Organization Accomplishes Great Good by Its Appeal to Visitors on Behalf of Oregon, Washington and British Columbia, Laying Before Them the Varied Attractions of These Three Great Sections

By W. J. Hofmann, President Pacific Northwest Tourist Association.

FOR many years Portland and other cities in the Pacific northwest spent considerable money in seeking to attract tourists to its city and environment. There is no reason to complain that this money was not well spent and that it did not bring results. At the same time it cannot be said that these publicity efforts made a national impression nor attracted the attention to any marked degree of those who are engaged in the manufacture of tourist travel.

It is obvious that when a city like Portland spends a considerable sum to attract tourists, especially those from the east, other cities in the Pacific northwest must derive almost equal benefit. Visitors will certainly divide their time between Portland and her sister cities. Therefore, the city was only securing a partial benefit from her expenditure, even from the business that she was fortunate enough to attract.

The reason, however, that communities did not derive an adequate re-

turn for the money invested in tourist publicity was of a three-fold character. First, the message was not big enough; second, the amount of money raised was not enough; and third, the campaign could not be permanent or maintained continuously from year to year.

This was the keynote of the foundations of the Pacific Northwest Tourist association. We realized that no one city, nor even any one state, had sufficient attractions to bring the people all the way from the east to spend their summer vacations and even if Oregon had attractions that were big enough, nearly all the people who came would spread over into Washington and British Columbia. So the two states and province were combined, pooling their interests and their revenues dividing up the expense in order to make one complete publicity organization which would carry on a national advertising campaign of a territory which, as a whole, has more to offer to the tourist and sightseer than any other part of this continent.

Attractions Are Wonderful.

There is no question as to the wonderful attractions of the Pacific northwest—Oregon, Washington and British Columbia—its mountains, 29

times in area that of Switzerland, the Columbia and other mighty rivers, its extensive system of lakes, its 2,000 miles of shore line, its inland seas, its Columbia river, highway and all its other scenic highways, more than 15,000 miles of them, its sea beaches, primeval forests, its orchards, wheat

fields, its mining, fishing and canning and shipbuilding industries—all these are of interest to the easterner and to the people of the middle west.

We have never realized their value from a monetary point of view. But now, through the tourist association we are capitalizing them, especially our scenery and climate, and in a few years we will realize that we are developing one of the biggest cash-producing assets in our state.

National Campaign Started.

In the formation of the Pacific Northwest Tourist association the difficulties of the old local publicity committees were overcome. Inasmuch as it has a big territory with marvelous attractions to offer, it has a fund capable of carrying on a national campaign—although it is not half what it should be—and it has permanent making it possible not only to secure the benefits from the current year's advertising, but from the cumulative efforts of other years.

The association has been enabled for three years, and is now preparing for its fourth season, to carry on a national campaign of advertising and publicity with a staff of directors, from the evidences that have been

submitted to us, has been unequalled by any similar campaign in the United States of America—unequalled not only because of its efficiency, its attractiveness, its compelling power, but for the results in a concrete form, in dollars and cents, which have been apparent throughout the states of Oregon and Washington and the province of British Columbia during the past year.

We have used all modern forms of publicity to its great advantage. The great portion of the money has been spent, and rightly so, in newspaper and magazine advertising. At least 70 per cent of our revenue has been spent on this kind of advertising, in about 20 of our national magazines and more than 50 of our leading daily newspapers, with a combined circulation of more than 10,000,000 subscribers. The copy has been of a high-class character, reproducing many of our principal scenic features with very appropriate texts.

The association has been fortunate in securing the services of Frank Beach Hiley, with his wit, eloquence and a wonderful set of pictures to carry the Pacific northwest and all its beauty and attractiveness to thousands of the leading business men,

artists, scientists, financiers and legislators of the east.

Other forms of publicity, such as

UNION COUNTY BUILDS GOOD ROADS.

Visualizing the monetary results obtainable in the sale of scenery, the citizens of Union county decided to build roads—hard-surface roads, and plenty of them. Two highways that will connect every town in the valley and 600 miles of graveled laterals have been provided for by a county bond issue of a million dollars, and this sum is to be matched by state, federal and forest moneys.

Part of this programme is already down. Within a year the Union county link of the Columbia highway extension will be ready and motorists may cross the heretofore objectionable Blue mountains on paved roads. Every effort to make things pleasant for the tourist has been exerted.

take a very long article devoted exclusively to this subject to tell even in a limited way of what these benefits have been. It is sufficient to point out that never in the history of the Pacific northwest have hotels been so crowded, the roads so filled and the highways so traveled as during this past season. The visit of the National Editorial association, one of the most influential aggregations of people which ever came west, visited many of our leading cities and resorts, and have used 100,000,000 lines of reading matter in this wonderful territory of ours.

This is briefly the story of the Pacific Northwest Tourist association, why it was formed, how it was formed, what it was organized to do and what it has endeavored to do. It is one of the most unselfish organizations with which any man could be connected. It was conceived with the sole idea of making the Pacific northwest most popular and more prosperous, and of informing, educating and impressing the people of the east with all the benefits, advantages and attractions of this land of ours which we call home.

PORTLAND PUBLIC IMPROVEMENTS

| | |
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| Miles of streets, including county roads... | 1,250.00 |
| Hard surface, miles... | 325.49 |
| Macadam of gravel... | 141.91 |
| Earth grade, miles... | 284.57 |
| Bridges, etc., miles... | 1.91 |
| Unimproved, miles... | 615.42 |
| Miles of sewers... | 530.98 |
| Miles of water mains... | 1,250.00 |
| No. of fire hydrants... | 5,245.00 |
| There are 48 miles of conduits with a capacity of 67,000,000 gallons of water each 24 hours. | |
| Cost of water system... | \$14,775,000 |
| Total indebtedness of water system... | \$,044,000 |
| Number of arc lights overhead... | 3,311 |
| Number of arc lights underground... | 157 |