

# What Do You Know About Portland?

Amazingly little, perhaps. If you met a man who wanted to locate here, but who needed to be convinced, how would you answer his questions? The chance to help your city and your state—yourself, for that matter—may find you unprepared. Every citizen should be familiar with the fundamental truths concerning the city's economic, climatic and scenic assets.

What do you know about Portland?

*For Your Information and the Welfare of the State  
The Oregonian Will Publish on*

## Monday, October 3d

*the first of a series of full-page publicity features  
concerning Portland—its industries, its  
commerce and the territory served*

They'll surprise you. More than that they'll fill you with the facts that account for your city, her growth, her prosperity and her confident future. In presenting this service to Portland people The Oregonian is prompted by the spirit of co-operation. When all the people of Portland know all the advantages of Portland, and apply them to the development of their city, Portland will set a record of progress unequalled in the west.

**Here Is the Pleasant and Profitable Course  
Beginning Monday, October 3d**

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| 1. A general comparison of the trade districts behind each main Pacific seaport. | 6. Livestock in the Portland field.           | 12. Portland, the jobbing center.                             |
| 2. The Port of Portland and its future.  | 7. Financial resources of Portland territory. | 13. Portland, the railroad center.                            |
| 3. Timber, lumber and wood products.   | 8. The dairy industry.                        | 14. Our fisheries and what they mean.                         |
| 4. Waterpower in the Portland territory.   | 9. The fruit industry.                        | 15. Our inland waterways.                                     |
| 5. The agricultural resources back of Portland.                                  | 10. Pulp and paper.                           | 16. Iron and other metals.                                    |
|  | 11. Portland and its manufacturing.           | 17. Tourists as a trade resource and our climate and scenery. |

Before progress, knowledge; before development, confidence. The Oregonian believes—yes, knows—that an acquaintance with your own home city is the first essential to the full measure of success. We are going to help you know Portland, become interested in Portland, enthuse over Portland—that you may pass this knowledge, this interest, this enthusiasm, on to others for the *building of homes, establishment of new business concerns, attraction of home-seekers, and development of new industries*. When you speak then it will be with authority, confidence and zeal, and you will not lack for listeners.

The Oregonian series of Portland pages will constitute a most valuable compilation of accurate information regarding this city and its territory. Save them. They will be equally useful to send to interested friends or to file for your own future reference. The service afforded by this series will benefit you definitely by advancing the welfare of Portland and Oregon.

*When You Really Get to Know Portland, You'll Like  
Portland More Than Ever*