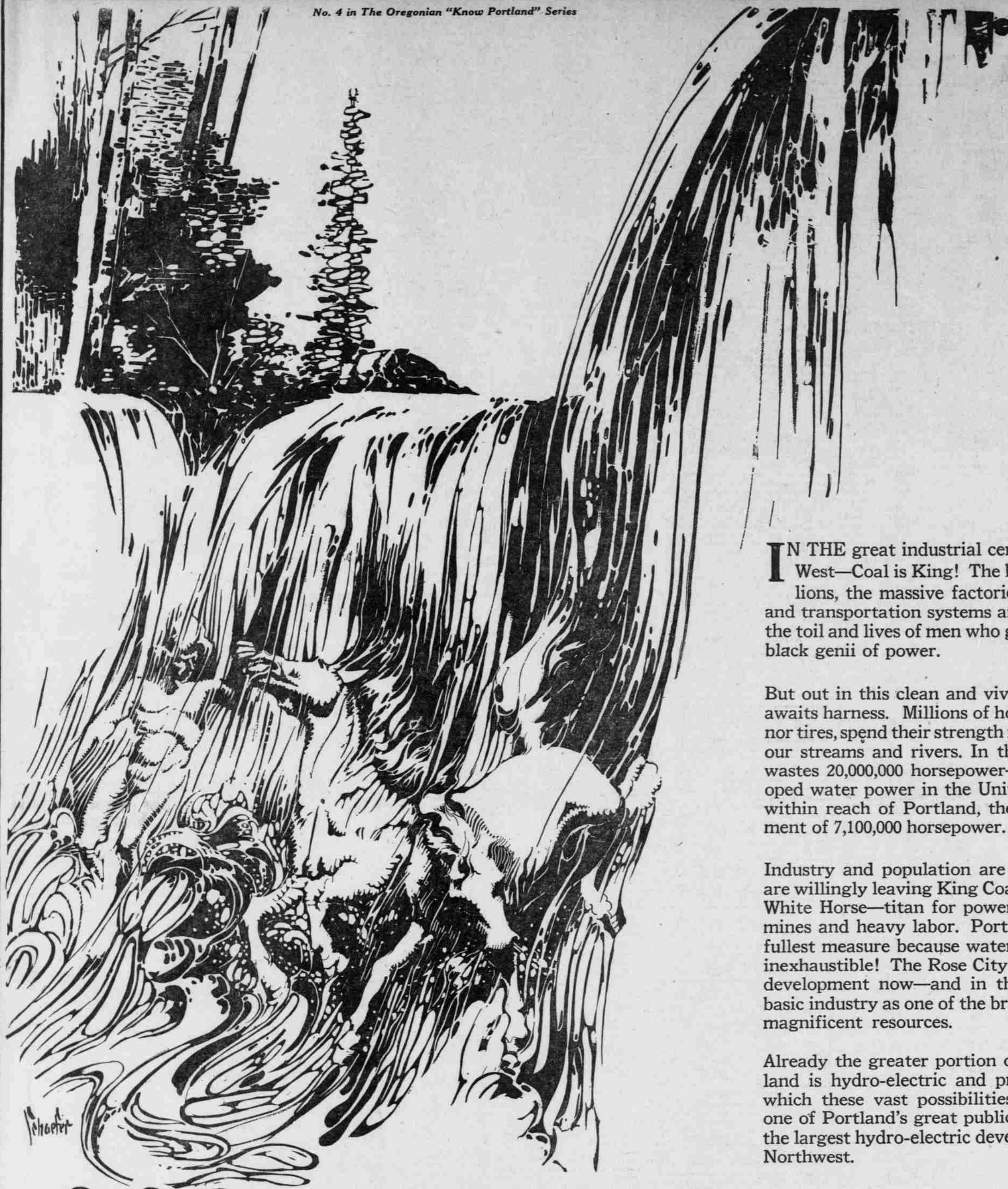


No. 4 in The Oregonian "Know Portland" Series



Other Subjects to Be Covered in The Oregonian "Know-Portland" Series:

The agricultural resources back of Portland.
 Livestock in the Portland field.
 Financial resources of Portland territory.
 The dairy industry.
 The fruit industry.
 Pulp and paper.
 Portland and its manufacturing.
 Portland, the jobbing center.
 Portland, the railroad center.
 Our fisheries and what they mean.
 Our inland waterways.
 Iron and other metals.
 Tourists as a trade resource and our climate and scenery.

IN THE great industrial centers of the East and Middle West—Coal is King! The huge cities, the working millions, the massive factories and the network of power and transportation systems are built on, and are upheld by the toil and lives of men who grub from underground this black genii of power.

But out in this clean and vivid Northwest another power awaits harness. Millions of horses, of a breed that never dies nor tires, spend their strength racing through the channels of our streams and rivers. In the Columbia basin alone there wastes 20,000,000 horsepower—one-third of all the undeveloped water power in the United States. In Oregon, all within reach of Portland, there exists a potential development of 7,100,000 horsepower.

Industry and population are swinging to the West. They are willingly leaving King Coal behind. They are seeking the White Horse—titan for power, the liberator of men from mines and heavy labor. Portland is destined to benefit in fullest measure because water power is economical, constant, inexhaustible! The Rose City is the center of hydro-electric development now—and in the future she will count this basic industry as one of the brilliant gems in her crown of magnificent resources.

Already the greater portion of industrial power used in Portland is hydro-electric and proof of the industrial growth which these vast possibilities bring is found in the fact that one of Portland's great public utilities is now constructing the largest hydro-electric development yet undertaken in the Northwest.

Waterpower

Facts in Regard to Water Power

The potential water power resources of the United States total 59,360,000 horsepower. Of this only 9,823,000 horsepower has been developed. In the New England States 1,506,000 horsepower out of the total potential maximum of 1,951,000 has been developed. The potential maximum of the Atlantic States is 9,348,000, with a 2,952,000 development. For the Central States the potential power totals 7,360,000, with a 2,699,000 development. The Mountain States' potential is 14,851,000, with 1,113,000 developed, while the Pacific States, with a 25,850,000 potential, has developed 1,551,000 horsepower.

In the Columbia Basin there is a potential of 20,000,000 horsepower without reservoiring freshet waters. A portion of this is in British Columbia, but the greater portion is in Oregon, Washington and Idaho.

In the three Northwestern states Washington is credited with 9,500,000 potential horsepower, Oregon 7,100,000 and Idaho 6,110,000.

Portland is actually the center of a great deal more horsepower than is credited to the state of Oregon. Over a million horsepower in the Columbia River that is divided in credit between Oregon and Washington is all within Portland's trade territory, and more than another million in the Snake and Clearwater Rivers of Idaho will be tributary to this city in any industrial development.

This makes Portland the largest potential water power center of any city of the known world. Portland is near the mouth of the Columbia River at the foot of the drainage of the entire system and normally and properly would be the center for attracting this power from the enormous producing areas immediately tributary to the city.

Portland Is the World's Largest Center of Potential Water Power

Compiled and written by Fred Vincent—Vincent & Vincent Advertising Agency. Art work by Schaefer.