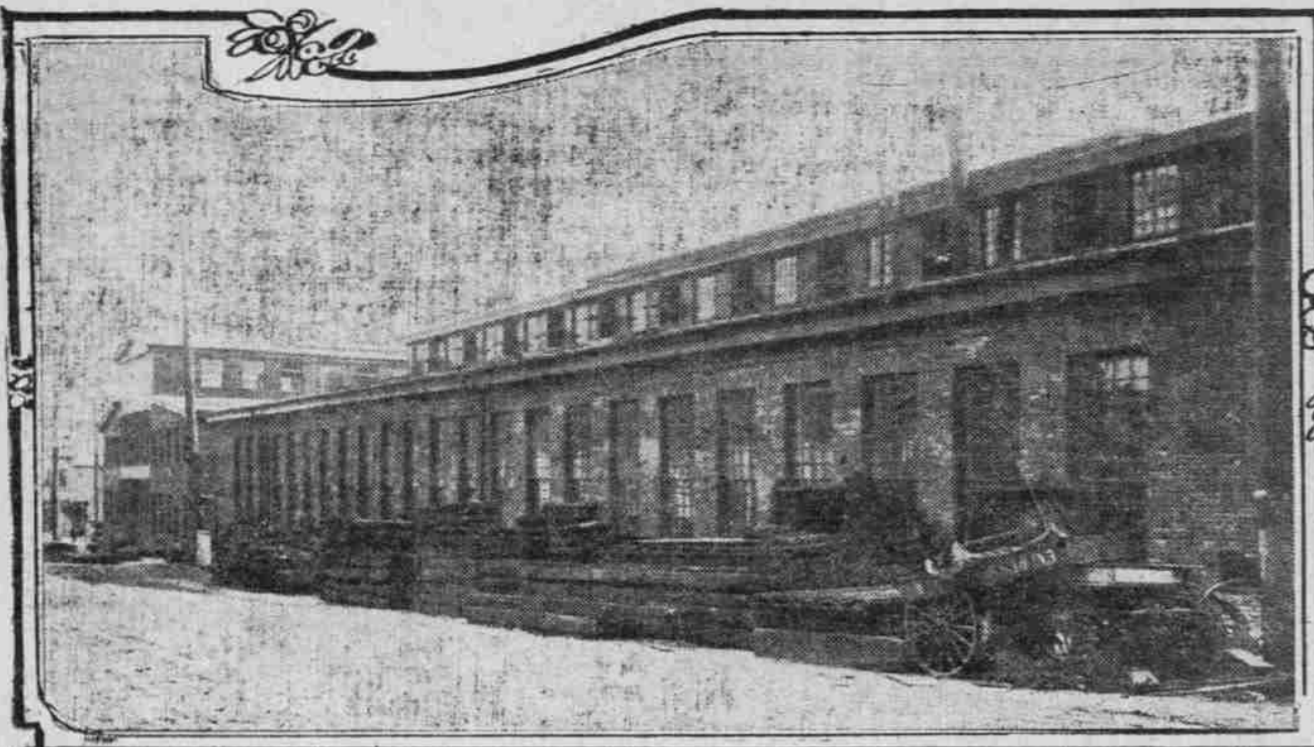


Tour of PORTLAND'S busy places

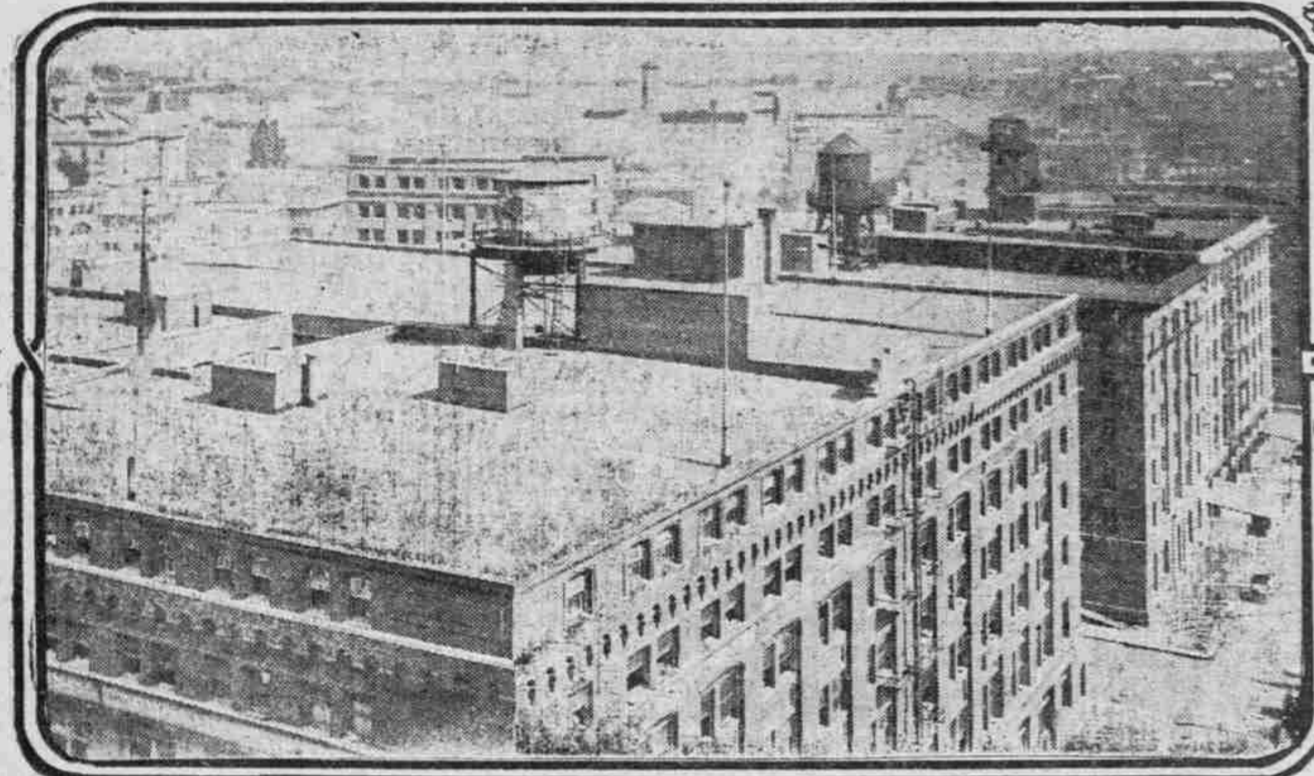
Sight Seeing for Visitors, Not to Show Scenery But the Commercial and Industrial Activities of the Metropolis of the Pacific North West



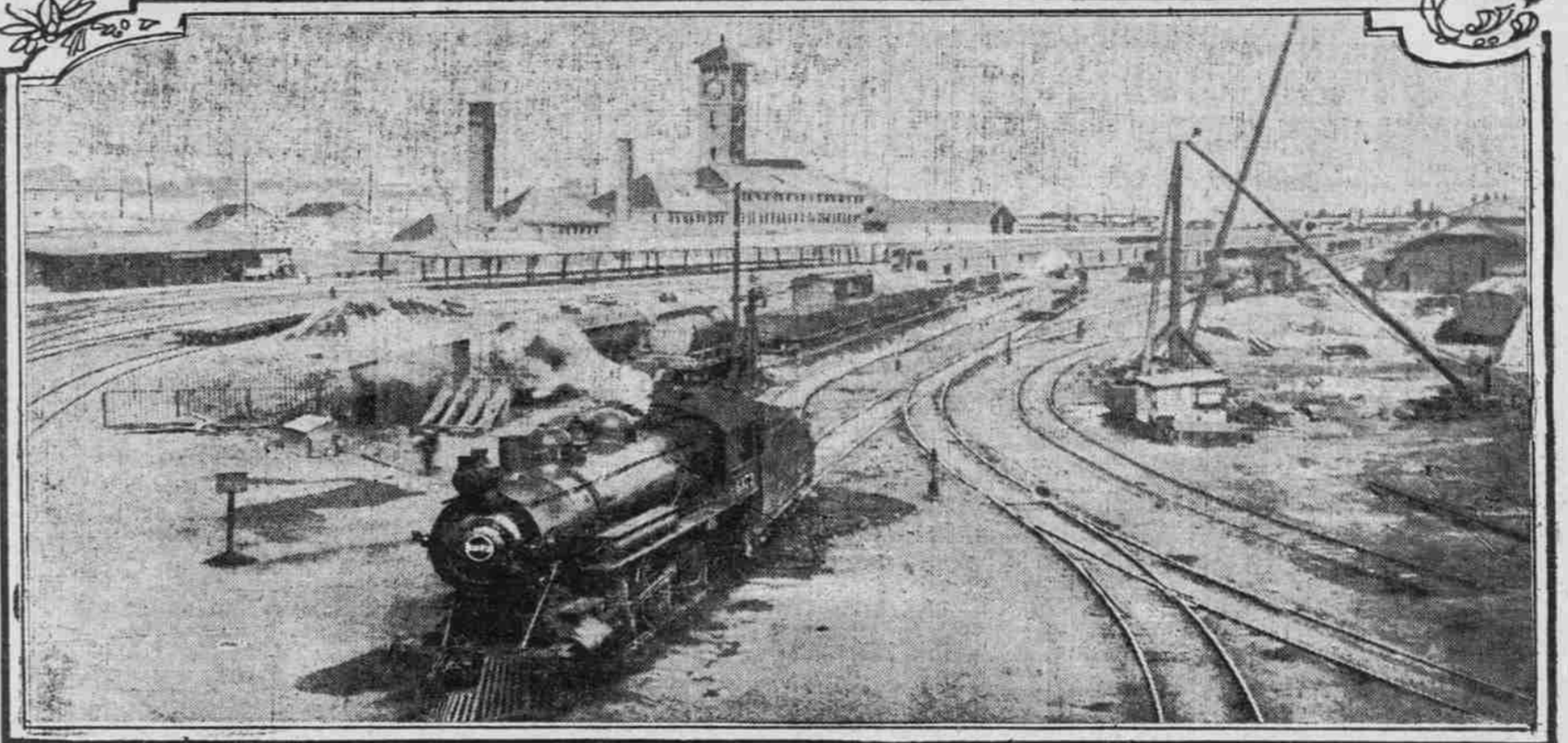
SMITH AND WATSON IRON WORKS.



MACADAM ROAD LOOKING SOUTH.



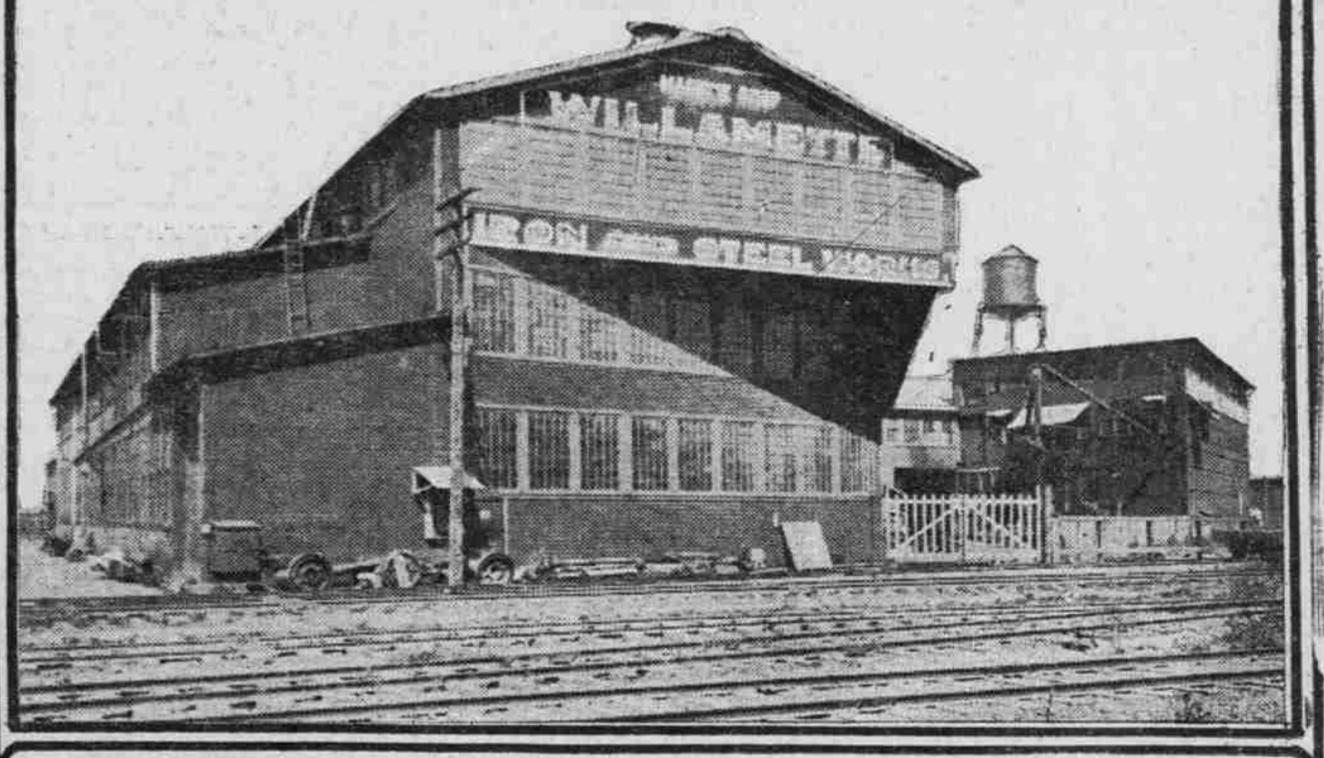
WAREHOUSE DISTRICT LOOKING N.W. FROM 4TH & OAK STS.



TERMINAL YARDS



FRONT ST. LOOKING NORTH FROM ALDER, THE BUSY FRUIT DISTRICT.



WILLAMETTE IRON WORKS.

WHENEVER you entertain a visitor in Portland, show him the city's activities. He can't escape the busy shopping district nor the natural beauty of Portland, but unless his attention is specially directed to them, he is likely to miss many things that furnish the big pay roll and make Portland the leading manufacturing and distributing center of the Pacific Northwest. Sympathetic critics have more than once called attention to the fact that Oregon does not put her best foot foremost when practical men, looking for new locations or investments, visit this state. Your successful merchant or manufacturer or capitalist from the East or the Middle West admires our great mountains and rivers, but he wants to know what else we have besides scenery. Ordinarily he sees very little of the rich farming lands and virgin forests as he enters the state by either of the transcontinental lines. He wonders whence comes the support for so large, rich and prosperous a city as Portland. Seldom is he invited to make a tour of Western Oregon, and rarely

does he see the grain fields of the Inland Empire. What he does not see with his own eyes, fails to impress him. And so it is with the city itself. The visitor is certain to learn of our roses, but does he know, for example, how many million feet of lumber Portland cuts and markets in a year? He infers that there is considerable wholesale business, but unless his attention is specially called to it, he has no idea that Portland jobs more goods than any city West of the Rocky Mountains, except San Francisco. Not a large proportion of visitors hear of the new and rapidly growing wholesale and warehouse district. While no one is permitted to neglect the incomparably fine ride to Council Crest, does any resident feel it his duty to mention how much furniture we manufacture? Coming into town early in the morning and leaving after dark, the visitor has a vague recollection of crossing a bridge, but how many are at all familiar with the vast commerce of our

harbor? If some one does not tell him, he will not know that Portland is the second largest wheat exporting port of the United States. And what proportion of the new residents of Portland really are cognizant of the many and varied industries that make for wealth? It is worth while for all hands, by making a comprehensive tour of Portland, or several excursions each in a different direction, to keep in touch with the wonderful progress that is rapidly sending Portland to the forefront and which promises to make Portland within 20 years, the chief city of the Pacific Coast. Portland itself is its best immigration agent. For the benefit of those who do not "get around" the mills, warehouses, factories, terminal yards, packing houses, the various wholesale districts on the East and West Sides, the Peninsula and the water front, a series of tours has been prepared so that residents may be able the better to exploit Portland for the stranger's interest. This is the first installment.

When you want to show Portland to your friends, take them to the busy places first. Wall street is watching this city and railroad magnates are vying with one another in their effort to get a foothold here and in the contiguous country. Eastern newspapers are printing columns about this giant among Western cities, and there is a reason for all this. Everybody living in Portland is interested in its development; all can help if they will. Most of the many Summer visitors have friends or acquaintances here or letters of introduction. Many have read about Portland and when they come they will want to see the things that made the story possible. When you are expecting friends in the near future, prepare them. Send them good literature, accompanied by good pictures, and leave the rest to them and the goddess of fortune. Meantime, prepare yourself to inform them concerning Portland. Every boost helps. When your guests come, take an automobile, if you can afford it, and follow the routes here indicated. If

the auto is beyond your means, the Josselyn line of electric cars is at your service from morning until night, and covers all the territory you may wish to visit. Go to the South end of the city, begin at the corner of Macadam street and Pendleton avenue and work back. Do not hurry, because you may miss something interesting. The first factories which you will pass, are a number of large concrete buildings where furniture is made and before you forget it, tell your friends that Portland ranks first in furniture manufacturing west of the Rocky Mountains. Everything is made here from the plain mission type, to the costly mahogany and much of it is specially designed. Hundreds of skilled workmen are busy, turning the product of the forest into things which beautify the home. One may go to any large city west of the Rocky Mountains and find furniture bearing the stamp of some Portland manufacturer. Just beyond these factories stands one of the landmarks of pioneer days and was formerly the territorial prison. It is now occupied by Smith & Watson Iron Works. To the west are a number of saw and planing mills, in fact they are to be seen on both sides of the river for miles. Today Portland ranks foremost in the United States as a lumber center. Last year 2,900,000 feet were shipped daily and about half of it went to foreign ports. The mill is one of the most interesting sights which Eastern people see. The Northern Pacific and Eastern & Western Lumber Companies have built public galleries, where visitors can watch the various processes through which the logs go until they reach the kiln and planer.

Quote these figures to your friends, for they show that last year's foreign shipments were 35,952,510 feet and valued at \$91,911. To the Coastwise trade there was shipped 95,570,700 feet, valued at \$1,222,532, making a total of 131,523,210 feet, valued at \$2,134,443. The remainder was used locally or shipped by rail. Also impress upon your friends that 300,000,000,000 feet, or one-sixth of all the standing timber in the United States is in the state of Oregon. This is only a small part of the wealth of the state and of which Portland is the main beneficiary. The manufacturing of boxes and shooks has become an important industry. Shiploads go to Alaska for salmon and to foreign lands, besides the large quantities which are needed for local and state use. The lumber supply is seemingly inexhaustible and water transportation cheap. These are responsible for the growth in this line. The making of sash, doors and windows has not been able to meet the demands and many carloads are sent here and reshipped to other points. Continuing you reach the seed market. Since farming has been recognized as a science and a place where brain counts for more than brawn, the selection of good seed has become an important factor. No right-minded person wishes to have months of toil and expense brought to naught because an inferior seed was sown to him. Consequently a demand has been made for the best and Portland seed dealers have been able to meet it. They have made a specialty of seed which is particularly adapted to this climate. Last year thousands of tons were handled through Portland and this year is even greater. This brings to notice the fact that

Portland is the second largest wheat shipping center in the United States. In 1908 there was shipped by water from this port 16,481,148 bushels of wheat, valued at \$4,741,983. There was also shipped 938,252 barrels of flour, valued at \$4,232,196. The Portland Flour Mill Company is first in size on the Coast, with Albers Bros' Milling Company second, and both are Portland firms. Adjoining Albers Bros. is the wool market of the Coast and a fortune is stored in the warehouse of the Oregon Hide & Wool Company. Last year 20,000,000 pounds of wool was shipped in the state and this was valued at \$4,000,000. The greater portion of this finds its way to Portland and is then shipped to the various woolen centers in the Eastern States. At the corner of Front and Morrison is where the produce district begins, and this is a story worth remembering. It is the busiest place in the city. Dairy products are an important item and owing to the limited supply, the prices have remained at a profitable figure. Last year the state raised \$17,000,000 worth of dairy products. This shows an increase from \$12,000,000 in five years. These products are divided as follows: Creamery and dairy butter, condensed milk, ice cream, besides milk and cream for family use. The commission-houses of the city handled over \$5,000,000 worth. Apples, the pride of Oregon, are also a large factor. The fruit grown in the state is shipped all over the world, going as far as England, Japan, Australia, China and Russia. From this point, the Pacific Coast, is supplied, with the possible exception of a portion of California. If one will go to Tacoma or Seattle, he will find 19 crates and boxes bearing the stencil of some Portland house to one of any other.

(Concluded on Page 6.)