

A REPRESENTATIVE LIST OF THOSE WHO ARE HELPING TO PROMOTE THE BUSINESS INTERESTS OF PORTLAND

THE BEST BRAND "MADE IN OREGON" A GUARANTEE OF SUPERIORITY

City Shows Greater Building Progress Than Any Other in the Country.

MANY NEW STRUCTURES OF THE HIGHEST TYPE

Oregon's Metropolis Now Presents Opportunities Not to Be Found Elsewhere—Every Line of Industry Is Fostered and Advanced.

No other city in the United States is showing as rapid building progress as Portland. There is not a section of the city that does not show houses, store buildings, office structures and warehouse section factories and mills are being up alongside of each other.

No other city has ever enjoyed the high percentage of increase over the previous year as did Portland in May, when the number of permits issued showed that the buildings for that month were 303 per cent over the corresponding month of a year ago. No other city of similar size can show for three months the same three months of 1925. The July building record was 354 permits issued, requiring an expenditure of nearly three quarters of a million of dollars and the number of permits is 110 more than in July of last year.

To fully appreciate this great growth it must be recalled that building in 1925 was particularly active, for then the Lewis and Clark fair was about ready to under way, and numerous structures for use during the fair period were being built. The record also shows that the fair, instead of producing any slump, has had the opposite effect. The buildings now being erected are of a much better type than ever before built in Portland and no other city of the same size as this can show so many buildings of such a high type.

In the business district the building activity in the business part of the city is remarkable. Workmen are seen on every hand and the air is filled with the tap-tap of the pneumatic riveter, the rasp of the saw and the ringing sound of the mason's trowel. To give the buildings now under construction or those completed within the past two months would be almost like a directory of the business section of Portland. Just to give a few as an idea of what Portland is doing in the way of constructing new business blocks can be mentioned the following:

Wells Fargo & Co. building, 12 stories. Corbett building, 10 stories. Felling building, seven stories. Fidelity building, eight stories. Fifth and Oak streets, five stories. Buchanan building, Washington street near Fifth, six stories. Sweetland building, Fifth and Washington, seven stories. Smith building, First and Morrison. The Norton, Fourteenth and Washington. Gerin building, Thirteenth and Washington. Knights of Pythias, Eleventh and Alder. Woodmen of the World, Eleventh street near Washington. Masonic temple, West Park and Yamhill. Thompson building, Third and Madison. Jorgensen building, Third and Main. Healy building, Grand avenue and Morrison street. Couch building, Fourth street near Washington.

Buildings Contemplated.
This is only a partial list of those now under way, but they serve to show the activity. In addition to these there are a number of contemplated buildings on which work is expected to be started in the near future. Among these can be mentioned the Russell & Blythe building, Sixth and Stark streets, 14 stories; the Yvon building, Fifth and Alder streets, either 12 or 14 stories; the Commercial club, Fifth and Oak streets; the Beck building, 10 stories, Seventh and Oak; the addition to Meier & Frank's store, Sixth and Alder streets; the enlarging of the Lang building, Sixth and Alder streets.

This partial list shows what is being done in the business section. In the manufacturing district several new structures are under way and along the harbor vast building improvements are being carried on and others are contemplated, but the thing that shows the real, true and healthy growth is the building of homes. This summer, there are something like 500 homes under construction, and so many others are planned that this record will stand until the busy building season is over, and next year be renewed.

City's Edge Building Record.
The progressiveness of any city is shown in its building records, and that record in Portland stands as a shining mark. The city offers every advantage for development, and it is just now coming into that development. It has the best of transportation facilities, excellent sites for manufacturing plants, ample water and power, low tax rates, cheap building material and rapid transit.

The commercial supremacy of Portland has long been an established fact. Within its confines are 2,500 manufacturing plants, with \$40,000,000 capital invested and giving employment to upward of 25,000 wage earners. The annual wholesale business of the city amounts to nearly \$200,000,000 a year, which is far greater than any other city in the United States with a population of less than 300,000. In the export of lumber Portland leads the world. Last year 541,320,000 feet of lumber was put out by the mills of the city and the 1926 shipments will be even greater, the manufacturers estimating that Portland mills will receive for the lumber they saw this year not less than \$3,000,000.

Banking Record Excellent.
While all these show the industrial growth of the city, there is to be something to accommodate this growth and therefore the great amount of building going on in Portland is the real evidence of the advancement of the city. In the buildings and houses now being erected are all specimens of architectural beauty of which the citizens may feel justly proud. In order that such a becoming display shall exist and continue toward increased development it is necessary that there should be architects to design and builders of skill and experience to carry out such designs. Portland has both, so the building goes on, and just where expansion will cease it is hard to predict. Certainly there are no indications of any retrenchment at present.

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