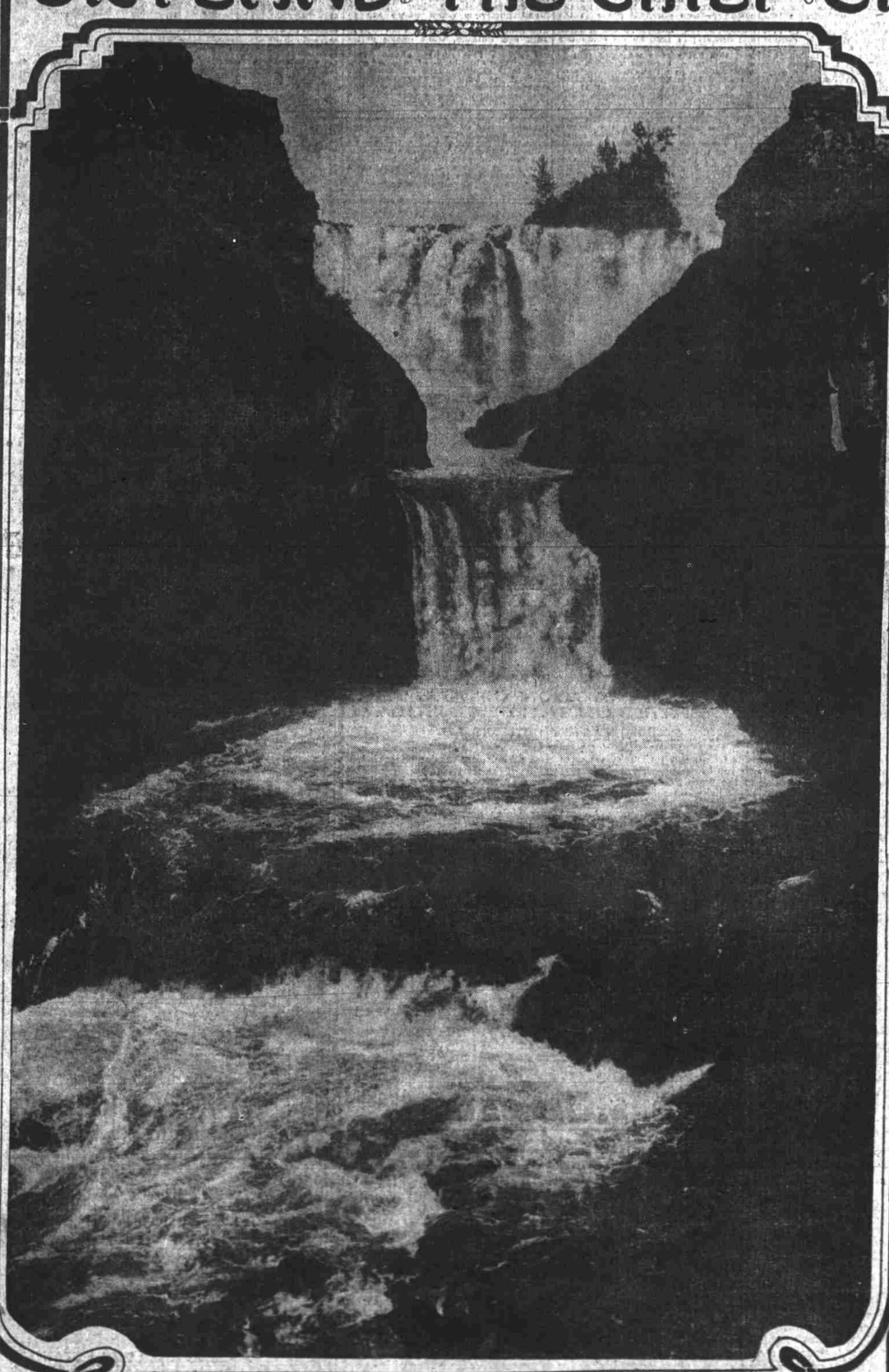


PORTLAND, OREGON, SUNDAY MORNING, MARCH 21, 1908.

# OREGON'S REAL ESTATE RESOURCES

## PORTLAND THE CHIEF CITY



WHITE RIVER FALLS (DESCHUTES), HEIGHT 147 FEET

One of Oregon's Five Hundred or More Waterfalls.

The Deschutes river of Oregon is a marvel—a scientific wonder. A favorable topography, abundant precipitation and a peculiar porosity of soil and substrate all combine a uniformity of waterflow that is remarkable. There is 1,500,000 horse-waterpower, at average low water, on this one Oregon river. One hundred and forty miles of canyon, with precipitous sides and bed of basaltic rock; along the bottom dashes and roars the accumulation from 600 square miles of drainage area. For this enormous volume of water is so well maintained and uniformly distributed throughout the season, that neither the protracted droughts that drive the water of other streams from their beds, nor the persistent rains and snows that force other rivers out of their banks, have any appreciable effect upon this remarkable stream, known as "the river that never changes."

OREGON is the destination of thousands of homeseekers who are swarming to this state from every other state in the union, but particularly from the far east and middle west. A combination of affairs is revealing to the entire nation a gem on the Pacific coast that for richness and grandeur is unequalled on the continent.

The Lewis and Clark exposition opened the eyes of hundreds of thousands of people who came here from all sections of the country. They came, they saw and they heralded the scenic beauties, the salubrious climate, the unlimited resources, the rich soil and the great possibilities of Oregon to hundreds of thousands of their friends. The Commercial club and the Chamber of Commerce have been influential in telling far and wide the advantages of the state. The result is that no section of the Union is more renowned for fertility, mild climate or scenic beauty.

Portland, the metropolis of the great Oregon country, is attracting thousands of new settlers every year on account of its great advantages and marvelous environment. From the heights overlooking the city a panoramic view presents itself that surpasses even the most fantastic ideas of all who have been told of the scenery by visitors. An hour's ride from the city crosses valleys as rich as the Nile, and presents scenery that rivals the grandeur of the Alps.

It has dawned on the outside world that Oregon and Portland afford rare opportunities for the investor, merchant prince, manufacturer, speculator and homeseeker, while the artist and the lover of nature find in Oregon's mountains, valleys, rivers and waterfalls subjects for brush and canvas and for reveries of delight.

Oregon's development is more marked every year, and there is no better evidence of the stability of the state than the activity in real estate and the astounding expansion of Portland, its chief city. The trend of capital seeking the safest and surest investment is towards Oregon, and its great market place is naturally spreading out to meet the demands of its fast-increasing population.

Great faith is manifested in Oregon's future by her own people as well as by capitalists from the far east, who have carefully studied this state through adversity as well as prosperity. The amount of money being invested in real estate in Portland is proof positive that the investors, capitalists and financial institutions of the country recognize in Oregon a sound repository for their money.

### Portland the Market Center.

Speaking about Oregon one cannot disconnect Portland, for the state's great commerce centers here. The raw material finds its outlet here and the manufactured product is ever increasing. These with scores of other factors are transforming Portland so rapidly that the citizen who absents himself for a few months returns to find his former surroundings changed. Where a moss covered landmark stood when he left is now a steel skyscraper. These steel and reinforced concrete buildings are increasing with great rapidity.

Such substantial buildings are not haphazard investments. They are the result of careful financing on the part of shrewd investors who take no chances on losing. Conservative local capitalists as well as moneyed men from the great eastern financial centers do not hesitate to make large investments in Portland realty. In fact the whole state of Oregon is proving a rich field for investment, as is evidenced in the extension of railroads and trolley lines, and the subdivision of thousands of large farms into five, ten and twenty acre tracts, and into one acre tracts within twenty miles of Portland.

The advantage of populating the rural districts is apparent. The great influx of homeseekers to Oregon is creating a demand for small tracts of land and the owners of great farms and large timber belts are realizing good prices on their holdings.

The deep, rich soil of Oregon fairly astonishes the newcomers. It is not uncommon to get soil 100 feet deep. The homeseeker coming to Oregon generally stops here or returns east only to make arrangements to remove here as soon as possible. Thus the whole state is being opened up and land values are increasing.

Another attractive field for investment is irrigation. Numerous irrigation schemes have been projected during the past two years, and several more are being financed. The enormous capital required to prosecute such projects is readily secured in Chicago, New York and other eastern money centers. The bonds of these and other extensive financial and manufacturing enterprises of Oregon are bought up eagerly by men who familiarize themselves with every section of the country.