

*To All My Friends and Business Associates,
to Everybody in this Magnificent City
of Portland, I Wish, Hope and Will
Work for an Unprecedented*

HAPPY NEW YEAR

PORTLAND is bound to prosper. She comes within the RULE OF ECONOMY which provides that any city, TO GROW AND BE PROSPEROUS, must have behind it AN EXCLUSIVE TRADE AREA, possessing a population THREE TIMES AS GREAT AS THE CITY HAS.

PORTLAND has an "alleged" population of 207,214; an ACTUAL population pretty close to 250,000.

OREGON is "credited" with 672,765.

PORTLAND, therefore, has more than three people to one behind it, in its EXCLUSIVE TRADE AREA. If you count the extremities of the state as belonging to any other city, that lost population is easily made up by claiming a large portion of the state of Washington.

But, aside from that PORTLAND IS BOUND TO PROSPER. Of all the cities on the Pacific Coast of the United States, one of the biggest steamship companies of the World believes most in PORTLAND; hence, the establishment of its Pacific Coast terminal IN THIS CITY.

Furthermore, the fertile surrounding fields, the magnificent timber covered slopes of our environing hills, the 3,300,000 unused water horsepower of our streams, the broad spreading grazing meadows of our interior, the mineral wealth hidden in the breast of our hills and the splendid loyalty and enthusiasm of our people--all GUARANTEE THE PROSPERITY THEY, THEMSELVES, can create.

And, more than that, AND EVEN GREATER, were it possible, PORTLAND LIES DIRECTLY IN THE PATH OF THE TREMENDOUS DEVELOPMENT THAT THE USE OF THE PANAMA CANAL definitely assures.

The memory of the past year is the promise of the new one.

Clerks who are working for salaries now, should be independent, a year hence. Men who are in business now, should be wealthy a year hence. Men of capital, with large holdings of money and land now, should be bulwarks of our financial integrity a year hence. The merchant, the department store, the corporation, our public service companies, ALL, EVERY ONE, WITHOUT EXCEPTION, should pass beyond the PROVINCIAL, this year, into the METROPOLITAN, next year.

PORTLAND has been good to me. PORTLAND has been good to you. PORTLAND can BE BETTER TO ALL OF US. BUT, we must be BETTER TO PORTLAND.

We must FORGET HER YOUTH; we must glory in her STRENGTH, her OPPORTUNITY, her PROBABILITIES and her ABILITIES. For here is the QUEEN OF CITIES; the RULER OF A DOMINION that enjoys greater possibilities than any equal area on earth.

Let us SUPPORT THIS CITY WITH BOTH HANDS. If WE CAN'T BOOST, LET'S NEVER KNOCK. If WE can't PROSPER, and PROSPER ABUNDANTLY, NOBODY CAN!

A HAPPY and PROSPEROUS New Year.

WELCOME, THRICE WELCOME, 1913.

F. N. Clark

Director of Sales for Westover Terraces, Golf Park, Eastmoreland

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