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ROAD BUILDING A LEADING INSTINCT
(Continued from page 9)
of her sister states. Her two most outstanding roads are the Columbia highway and the Pacific highway. These two found in any other equal mileage roads present more miles of scenic grandeur and beauty than can be in the west. The important thing, however, in considering Oregon highways and other means of transportation is the recognition of the relation of all these roads to the single idea of centering Oregon industry and commerce at Portland, where the port facilities are such as to bring the markets of the world to the door of every home and every business house in the vast Columbian basin. Oregon is destined to become the beneficiary of a world trade embracing the continent. Added to her transportation facilities is her vast store house of natural resources. Her inexhaustible soil, her enormous power possibilities, her great forests, her stimulating climatic conditions so unusually favorable to development along all lines in the same scale of magnitude as the stores of resources and the opportunities for world-wide commerce. This seems to me to be the most significant feature of the road building situation in Oregon. The roads have not been located and built by mere chance. They have followed a definite design which had for its great objective the development of the state to meet the vast opportunities existing here for empire building. "The Mediterranean era died with the discovery of America; the Atlantic period has reached the height of its development; the Pacific era, destined to be the greatest of all, is just at the dawn."—Roosevelt. Oregon faces this dawn with her loins girded for the contest. She has her house in order and is inviting the personal inspection of every one seeking to become interested in this wonderful opportunity presented; men and money seeking a country facing the rising instead of the setting sun of prosperity and world commerce.

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OREGON OFFERS WEALTH OF PROFIT
(Continued from page 9)
the Cascades across the state? If you have your choice of Mt. Hood, Mt. Jefferson, Mt. Washington, the Three Sisters, or drop down into Crater Lake National park and revel in the wonders of nature which record the tortures endured when the mountains were born. Turning to forests. If you have never seen big trees, behold them now. Mounting up, up, 100 feet, 200 feet, straight as an arrow; 6 to 8 feet in diameter. Enough lumber in a single tree to build a small sized village. Can you behold these vast creations of nature and not gather inspiration from the scene? Do you wonder that Oregon people are so enamored of their state that they "just wouldn't live any place else?" It is the "spell" which these vast treasure houses of Oregon resources cast over its people that inspires them to plan their industrial life along the same gigantic lines, the same substantial basis. They are building a state which must measure up to the gigantic plans outlined by nature. In the language of the negro preacher, their efforts must be "synonymous with the surroundings." So you will observe the substantial and extensive road building Oregon has done. A magnificent paved highway across the state from California to Washington. Numerous paved detours lead you to nearly every important town in western Oregon. Hard surfaced and market roads spread in a net work over the state. The Columbia highway leading east from Portland is one of the scenic wonders of the world. It is well paved through the Cascades, the rest of it is well graveled hard-surfaced road, with stretches of paved roads near the towns along it. This is the world-famous "Old Oregon Trail." It is replete with historic locations and scenes. The great lumber mills, the massive docks and port facilities, the great engineering feats as represented in the highways, bridges, power plants and buildings are all on such a scale as to command your attention and admiration which finally results in a determination on your part to come to Oregon and become a part of this virile, active development of an empire of untold possibilities. Everything done here is done with a view to permanence and stability. The foundations are being laid for a future commensurate with the opportunities nature

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