

In the Upper Portland Harbor Above the Major Shipping Districts

away and youth may come again. It is, indeed, "a land where every prospect pleases." For, in Portland, there is an ingratiating hospitality which will warm the heart of the most satiated of travelers.

Interesting Motor Trips

The automobile must, of necessity, play an important part in the plans of those who vacation in Portland. But you need not bring your own car to enjoy the loveliness of the city and the surrounding territory. Busses travel over the various highways to and from Portland, their itineraries so planned that the major attractions are included. The rates are within the reach of anyone who may care to linger for a short time in "the City of Roses."

Probably one of the most interesting short trips in America is the Mount Hood Loop trip. Mount Hood, "the most beautiful mountain in America," is Oregon's premier mountain playground. It is visited by thousands in the summer and during the past few years has become a favorite winter recreational point. The "Loop Road" entirely encircles Mount Hood and from every foot of it there is an ever-changing panorama of scenic beauty. The trip may be made in from six to eight hours but the whole day should be devoted to it, stopping at the various inns along the way and on the Columbia River Highway.

Cloud Cap Inn is reached by a spur of seven miles over a splendid highway. From Cloud Cap Inn an ascent of the mountain can be made in one day. Because of this and the fact that Mt. Hood is one of the most accessible mountains on the Pacific Coast, the people of Portland expect it to become one of the most popular mountain resorts in the West.

Thousands of people each summer now visit the Inn located on a magnificent panoramic scenic point on the mountainside. Visitors can leave Portland at 3:00 o'clock in the afternoon, reach Cloud Cap for dinner the same evening, then climb the mountain—11,225 feet—and be back in Portland by 3:00 o'clock the following afternoon.

Near timberline on the south side of Mount Hood, reached by a spur road eight miles off the Loop Highway, a new modern lodge was recently erected. It was dedicated June 13, 1937. The opening of this new Timberline Lodge will make of the Mount Hood area an even greater all-year-round recreational center. At Timberline skiing may be enjoyed for at least seven months in any normal snowfall year. Mount Hood is rapidly becoming known as one of America's premier winter playgrounds.

Visitors to Portland should be sure to include the Bonneville dam project in their itinerary. Here on the Columbia river, 42 miles east of Portland, Uncle Sam is spending more than \$45,000,000 building a giant power and navigation dam across the river. The first two units for producing power will turn out 120,000 horsepower. Foundations have been built for ten units which will supply an ultimate of 600,000 horsepower. The dam will be completed early in 1938.

A drive to beautiful Crater Lake National Park in southwestern Oregon is also well worth one's time.

Yes, you have an interesting stay ahead of you in Portland. You'll plumb depths of heretofore undiscovered appreciation within yourself and live again, as you did in the days of real sport before life pressed too hard upon you and the cares of the workaday world engrossed your thoughts.



Multnomah Falls on Columbia River Highway



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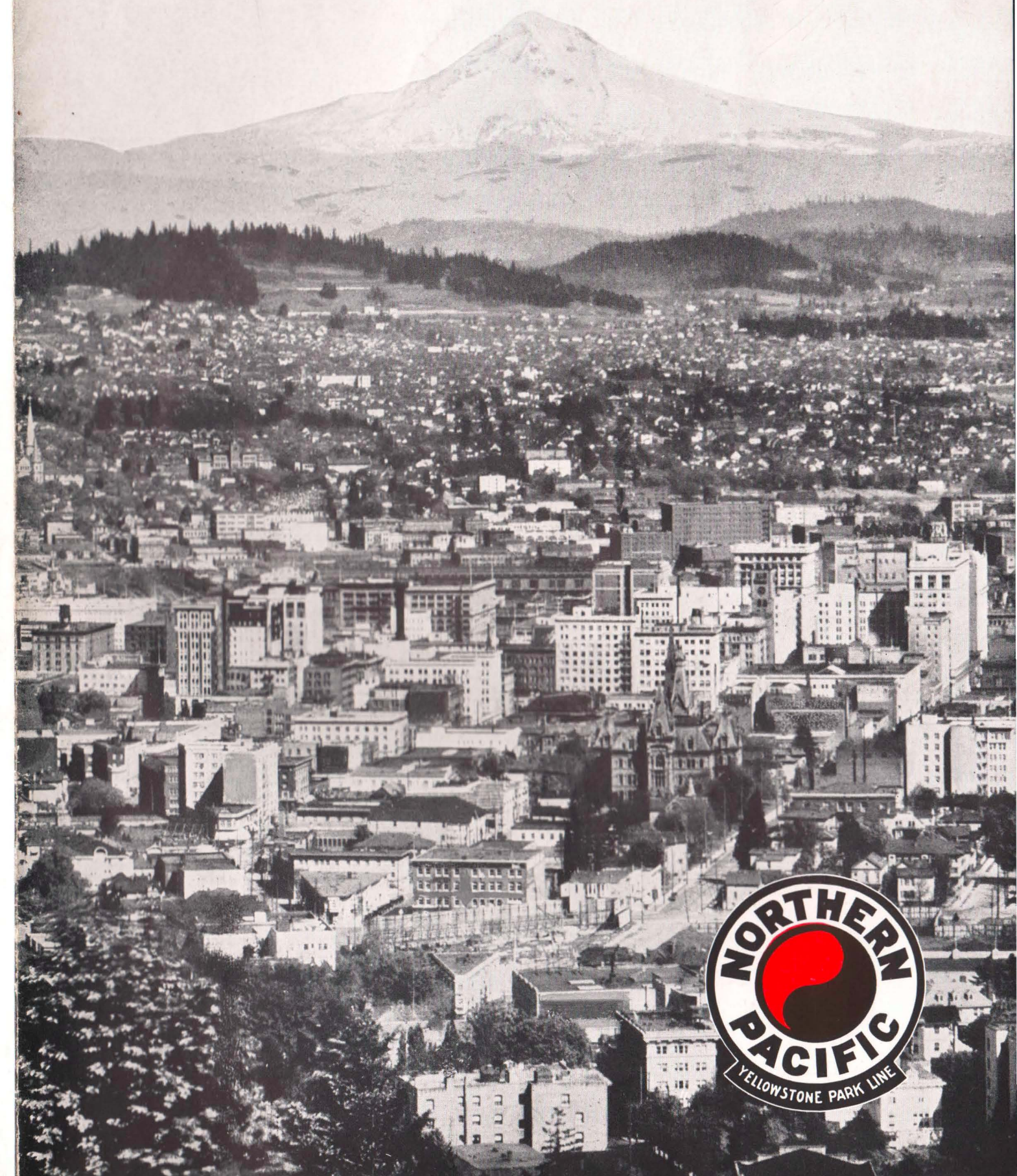
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Portland, Oregon





A Sunkin Rose Garden

Portland, the City of Roses

TO THOSE who love the west of these United States—and who does not?—there is and perhaps ever shall be a magic lure in the cities of the Northern Pacific Coast country. Rimmed with mountains, garnished by the waters of the Pacific Ocean, begirt with virgin forests which the ax of the vandal, man, has not as yet despoiled, they hold forth to the restless, seeking spirits of the land a charm which seems irresistible.

"Go West, young man, and grow up with the country," said Horace Greeley and the young men of the nation heeded him in great numbers. And, while those blithe, young spirits who so eagerly listened to the words of the great publicist have been as dust these many years, the land which they sought, the mystic country of the setting sun, is still young. It is an impressive commentary on Lilliputian mankind to realize that trees, old when the first pioneer trod the quiet aisles of these great forests, are today lifting their green fronds to the smiling western sky. For the country of the Pacific is young and most of its cities are but stretching their limbs in the ebullient spirit of growth. For young men are still going West and finding there the goal of their heart's desire.

Miles of Rose Hedges

Portland, the metropolis of Oregon, is today one of the most inviting of the many beautiful cities of the western coast. Embowered in flowers, its rose-hedged streets stretching for miles in a riot of color, few places in the world offer to the eye a more

gratifying spectacle. Have you ever been there in June? The Festival of Roses is an institution there during that month and the fragrance of this lovely flower mingles upon the air with the laughter of a happy people making the most of their gala holiday.

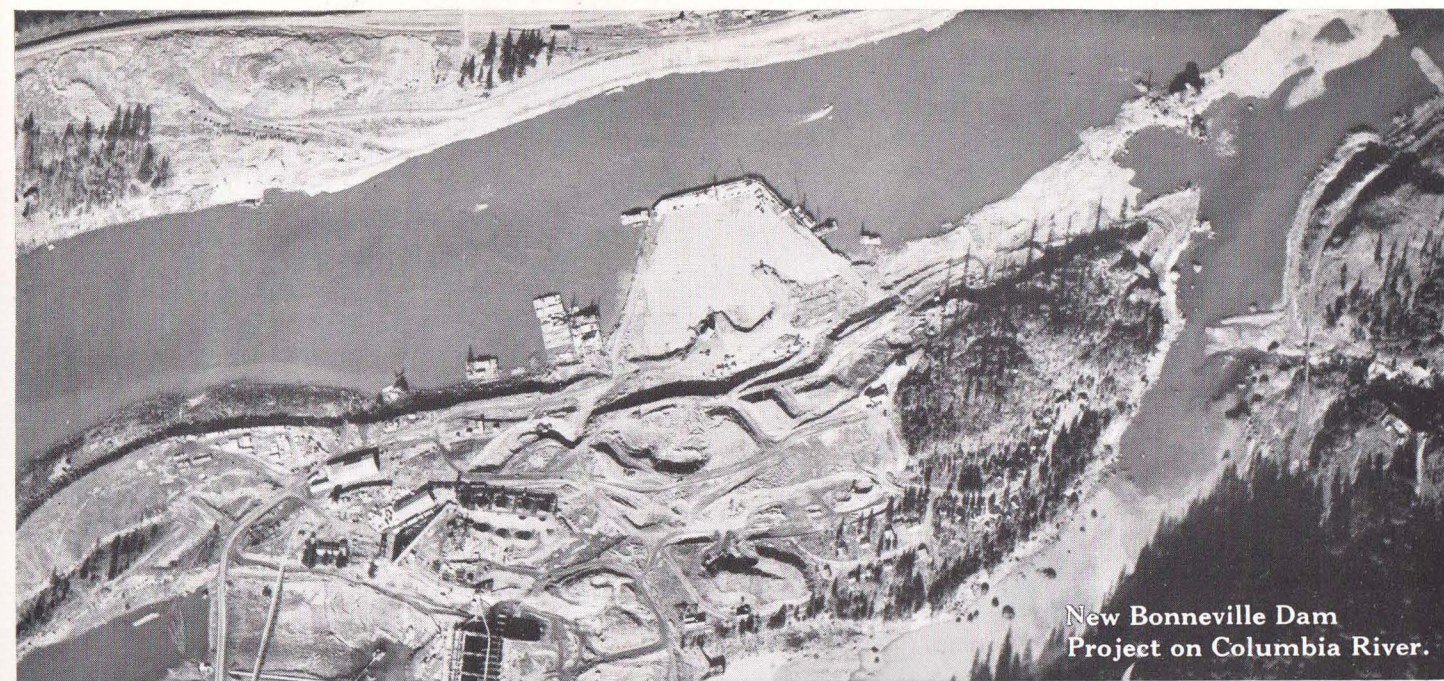
Great World Port

But it is not in beauty alone that Portland stands forth today as one of the great cities of the United States.

Ships of the seven seas steam into the broad Columbia River over an entrance range 47 feet deep and a half mile in width where are far less hours of fog than at any other harbor entrance on the Pacific Coast of the United States.

The city is built on both sides of the Willamette River. Portland harbor is located at the confluence of the Willamette and Columbia Rivers about the same distance from the sea as is the port of Philadelphia. A boat-landing in 1844, Portland is today one of the finest fresh water harbors in the world. The city has a population of 327,000 and occupies an area of 70 square miles.

The largest freight ships on the Pacific Ocean are accommodated in the harbor; there are sixty-five acres of cargo space; berthing for one hundred vessels; fifty piers; twenty-seven and a half miles of harbor frontage; six and one-half miles of docks; three modern municipal terminals; two million-bushel grain elevators; two municipal dry-docks of nine thousand and fifteen thousand tons capacity, and an



New Bonneville Dam
Project on Columbia River.



In the Retail Business District.



At the Waverly Golf Club

uninterrupted channel to the sea of thirty-five feet minimum depth. The channel from Portland to the sea is now wide and deep enough to accommodate any vessel, passenger or freighter, plying the Pacific. This is a port where rail and water meet at a logical distribution point.

During the year 1936, 1,598 vessels entered Portland harbor and 1,585 vessels cleared. These ships represented 50 different steamship lines and approximately 13 foreign countries.

Portland is a major wheat export port of the nation, the leader of Pacific Coast American Ports. It is one of the principal lumber manufacturing and shipping points of the world. It is the Boston of the West in wool.

Portland an Industrial Center

The growth of Portland's industrial activities has equalled those of her foreign trade. Today she is one of the great industrial centers of the Pacific Coast with nearly 650 factories, 16,300 workmen, using probably 100 varieties of natural products raised in the great hinterland of 250,000 square miles that is back of Portland, or imported from foreign countries through her 50 steamship lines.

But Portland is "different" from the industrial city, as it is known in the East, for her skies are blue, her atmosphere is clear, there is no smudge or soot, and her people live in homes surrounded by beautiful gardens with their green lawns, and gorgeous flowers. Industries of Portland are 98% electrified. All our western cities have great reserves of hydro-electric power behind them.

In Portland, scenic beauty and a mild,

equable climate have combined to make the stay of the vacationist pleasant to the last degree. Those who contemplate spending a few days here are invited to bring their golf bags. Twenty golf courses have made the city the "golf capital of the Pacific Northwest." The fairways, bordered by roses, turfed by a springy sod which is refreshed by natural moisture, are grateful to the eye and still offer those sporting chances so necessary to the devotee of America's most popular outdoor sport. All private clubs extend courtesies to visiting members of other clubs. A new thrill in golf awaits you in Portland.

Mountains and Glaciers Near

Few cities in America offer to the vacationist a greater variety of amusements readily accessible at its very doors than does this city. What do you like? There are mountains and glaciers where one may climb to the edge of flower-bordered snow fields, alpine valleys, the floors of which blaze with color in the thin, bright sunlight of the high altitudes, lakes where the gamiest of fish leap to the fly of the angler—truly a Waltonian paradise.

For those serene souls whose delight it is to feast the eye upon natural beauties so abundantly provided by the Creator in this Wonderland, there are forests, waterfalls, natural caves, plains, ocean beaches, lava beds, extinct volcanoes, gorges, deep canyons, hot springs and the blue walls of mountains ever beckoning. Each may satisfy his own peculiar tastes in this land where beauty waits for one at every turn.

Highways, radiating from Portland like the spokes of a wheel, carry one, in an hour, to a magic country where years will drop



"Roses, Roses Everywhere"

