



THE LAND
OF OPPORTUNITY
NOW

The Great Pacific Northwest

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*The Great
Pacific Northwest*

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THIS publication is the first of a series to be issued jointly by the Burlington, Great Northern and Northern Pacific Railways, giving authoritative information about the Pacific Northwest.

It will be the purpose of these publications to meet an increasing demand for facts concerning this rapidly developing section of the United States—its resources, its economic position, its economic possibilities, its opportunities. In this first report the Pacific Northwest as a whole is discussed, with brief statements regarding its principal industries and resources. Subsequent publications will take up separately each phase of the subject here presented and treat it in more detail. Further information on any of the subjects discussed herein will be furnished on application to any one of the officials below.

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The Miracle of Two Generations

The Mediterranean Era died with the discovery of America; the Atlantic Era has reached the height of its development; the Pacific Era, destined to be the greatest, is just at its dawn.

—Theodore Roosevelt

THE world that caught its breath as it read of the engineering master strokes by which the early empire builders hewed a new country out of the great West, would be breathless indeed should it travel through the Pacific Northwest today.

Works that were great then are now dwarfed by newer enterprises that outdo them. The brilliant strokes of genius which scaled another mountain range with lines of steel, which harnessed a plunging torrent—heralded achievements then—are now but the daily round of greater development. Now, such feats are mere incidents in the healthy growth of this lusty young giant of a country which is so rapidly making of itself a new American empire.

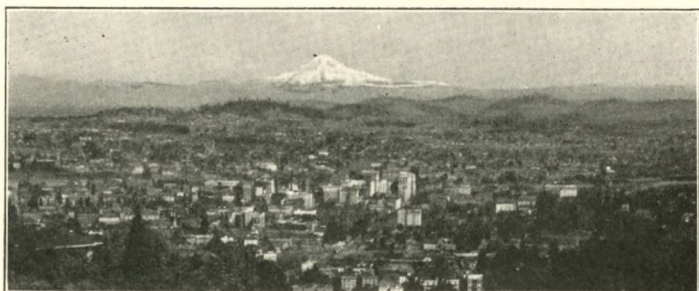
Engineering on a Grand Scale

Today in this Empire of the Pacific Northwest—Washington, Oregon, Idaho, Montana and Wyoming—great works, great engineering feats, rise on every side—an exposition, one begins to think, of twentieth century engineering on a grand scale, of industrial bigness. In forty years this new American empire has been built, and built on the modern American plan of greatness. Out of wilderness, desert and plain a new country, twice the size of France, has come.

What is it today? What has the Pacific Northwest achieved? What is the extent of its development? What are its opportunities?

Three and one-half million people—the sturdiest of the pioneer stock—are its own. Its people have grown in numbers eight times as fast as the rest of the United States. It is producing \$500,000,000 of new wealth in farm products every year. From nearly half the standing timber of the United States it cuts lumber valued at \$400,000,000 a year, and employs in this industry

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Great cities with modern skyscrapers and the appointments of up-to-date municipal planning have replaced the trading posts of two score years ago.

150,000 persons. In all, the new wealth created annually in this empire amounts to \$1,500,000,000.

Through the ports of the Pacific Northwest nearly \$400,000,000 worth of trade now passes annually. Their strategic position gives them an advantage over other American ports in handling the traffic of the Pacific. They are nearer Japan, China, the Philippines, by several days' sailing than the ports of California, and have the shortest rail haul to the principal cities of the Atlantic seaboard. They are the gateway to that developing mine of wealth—Alaska.

An Empire in the Making

Steadily the mighty work of building an empire moves ahead. Where once a single project to reclaim a desert area for farms was watched by an interested world, dozens now are in progress. Huge dams and irrigation works, each an engineering feat in itself, rise out of the ground to hold back the vast water supplies that shortly will bring forth new wealth from a fertile soil. One of these projects, which will provide new farms for a population of half a million and contribute to the food supply of a nation whose people are increasing faster than its production of food, will compare with the Panama Canal as an engineering achievement.

Vast water power projects are building. Here again a single development which will generate more horsepower than the famous Muscle Shoals project, tests the imagination. With one-half the water power resources of the United States the Pacific Northwest is destined to become an industrial giant.

A migration of lumber industries from the East and South, where timber supplies are waning, is in progress. Manufacturing and other industries are following. Cities with a permanent economic support in lumber products and paper are springing up. A city of 20,000, rivaling Gary, Indiana, in the up-to-dateness of its municipal plans and appointments, is being built to support one such plant.

Strangely, one soon becomes accustomed to the large scale operations of this large scale country. You no longer wonder at the giant enterprises. You expect

here to see things done on a vast, overshadowing scale. You would be surprised, you finally say to yourself, if this great empire which measures nearly everything it has—area, natural riches, created wealth—in millions and billions, did not have man-made creations in keeping with the great nature that surrounds them.

Thus is the Pacific Northwest entering upon its second winning—an era which, men say, may bring momentous changes and a new theatre of world events. It was William H. Seward who said, "The Pacific Ocean, its shores, its islands, and the vast region beyond, will become the chief theatre of human activities and events in the world's great hereafter." And Theodore Roosevelt declared, "The Mediterranean Era died with the discovery of America; the Atlantic Era has reached the height of its development; the Pacific Era, destined to be the greatest, is just at the dawn."

A New Place in the Sun

Toward this objective, this place in the sun, the Pacific Northwest is progressing steadily. War's effects there were less severe. The recovery was quicker. The agricultural depression of the last few years, while serious, was shorter lived. Consequently, the Pacific Northwest came through its war shocks with a strong pulse, took up its great tasks of empire building where it had left them, and is, therefore, in the van of the country's forward movement to a new prosperity.

It would not be fair to the Pacific Northwest to give the impression that the quickened activity—the opening of vast new oil fields, the building programs, the great new developments in lumbering and woodworking industries, the stimulation of manufacturing and shipping, and the reawakening in other lines—is a "boom." The Pacific Northwest, it is true has had its boom, as has the rest of the country. But the big undertakings now under way and in prospect, are not of the boom type. They go deeper. They are the well considered plans, private and public, of men who have studied the Pacific Northwest and its possibilities, who have compared its opportunities with those of other regions.

They are mostly long-time operations—the lifework of men who are seeking to build a new and better country and whose ambition it is to grow up with that country.

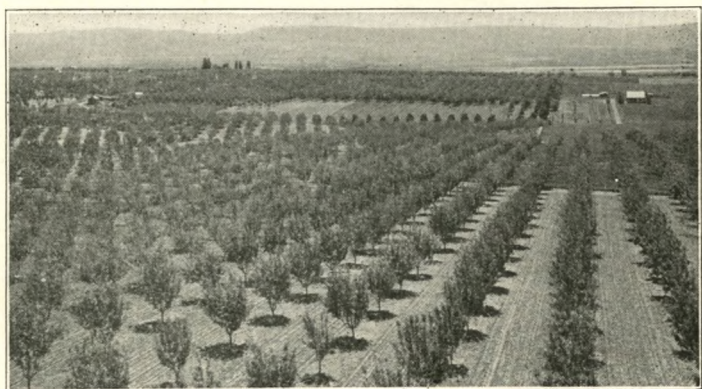
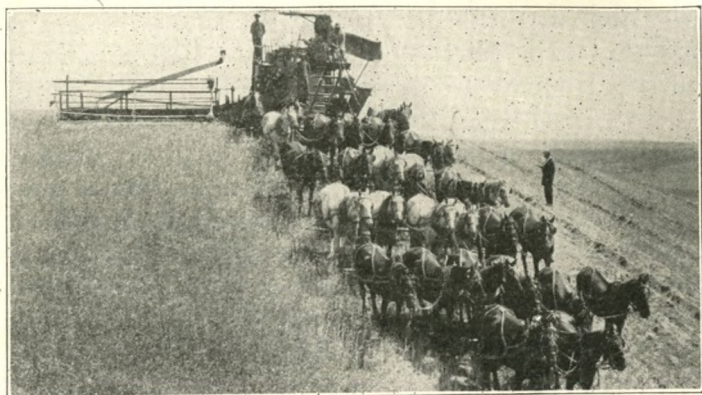
Here, then, is a vast, rich land with room for many millions more of prosperous people. It is the Land of Promise made ready for America's increasing population. It needs more people, more strong men, to develop the great riches of its farms, its forests, its mines, its industries.

Opportunity Calls from the West

An Empire of Opportunity, the Pacific Northwest holds forth today the riches that have always rewarded ambition, energy, and indomitable will in a great, new, developing land. The pioneer work is done; a raw country has been conquered and subdued. Great achievements have transformed it. And yet only a beginning has been made in its development, in reaping the harvest of its bounties. Greater rewards are yet to come. That is the appeal, the pulling power of this new land to the young man of today. Nowhere is there a future fuller of hope and unlimited expansion for growing ambition than here awaits the man with a reasonable amount of capital and a willingness to work. To the farmer, industrial worker, manufacturer, the retail business man, the man with capital to invest, and to every man who yearns to get a start at the start of things, the Pacific Northwest calls.

The foregoing is but a glimpse of the real greatness and treasures and opportunities of the Pacific Northwest. In the subsequent chapters of this publication an attempt is made to sketch in some of the details of the picture. But figures and words are futile to describe much that belongs in the picture; that belongs to the great Pacific Northwest. They are feeble enough in portraying more tangible things. The other side—the splendid people and spirit of the Pacific Northwest, the superb climate, the unsurpassed grandeur of the natural country—these are nontransferable. They must be left to your personal investigation. Go to the Pacific Northwest and see them for yourself.

THE LAND OF OPPORTUNITY NOW



From the high-producing farms of the Pacific Northwest, irrigated and non-irrigated, comes \$500,000,000 in new wealth every year.

Agriculture—An Empire's Hope

THE Pacific Northwest counts much on her agriculture—now and for her future development. And well she may. It is a rich resource—the source of largest return of any of her industries today and capable of tremendous expansion and increase tomorrow.

Statistically, the story is impressive. Forty-five per cent of the population is rural. The land in farms increased from 50,769,562 acres in 1910, to 82,042,918 in 1920; the number of farms, during the same time, grew from 169,702 to 232,025—36 per cent. New development projects are bringing in more farms every year—both irrigated and non-irrigated.

Products of High-Producing Farms

As indicative of the major crops produced and their relative importance the following table gives the total production of these crops for 1922 in the five states—Washington, Oregon, Idaho, Montana, Wyoming:

Crop	Bushels
Wheat.....	119,893,000
Rye.....	2,899,000
Corn.....	14,035,000
Oats.....	45,046,000
Barley.....	9,098,000
Potatoes.....	38,806,000
Apples.....	36,533,000
Peaches.....	1,669,000
Pears.....	3,049,000
Hay (tons).....	11,457,000

The Pacific Northwest is a land of high producing farms. Yields of all crops, both on irrigated and non-irrigated land, are the highest in the entire country. It should be understood that farming in the Pacific Northwest is not primarily irrigation farming. By far the larger part of the farms do not need artificial watering. Irrigation is an aid to agricultural production, not the basis of it.

In fact, the great appeal of farming in this country is its diversity. Every type of farming and practically every crop grown elsewhere in the United States can be produced profitably under the many sets of agricultural conditions that exist throughout this territory. To the farmers of every part of the United States, therefore, the Pacific Northwest offers conditions of production not unlike those to which they are accustomed.

Fruit growing, stockraising, dairying, and poultry raising are favored and are in a strong position. Dairying and poultry raising especially offer excellent opportunities. Production records prove that certain sections of the Pacific Northwest are superior to any other section of the United States for dairying and poultry-raising. Climatic advantages which provide pasture and green feed the year round in some sections, as well as mild temperatures over large areas of the country, make this territory most ideal for these industries.

Co-operatives Market the Crops

Farmers seeking new locations more and more are investigating marketing conditions, as well as conditions of production. The Pacific Northwest will bear inspection on this point. Successful co-operative associations serve the various agricultural industries. The investigator will not find perfection in marketing, but he will find an advanced public sentiment favoring every possible improvement in farm marketing and effective, public spirited agencies working diligently to bring about such improvements.

Finally, there is a compelling lure to the farms of the Pacific Northwest. On land much less expensive, for the most part, than the higher priced land of the Middle West and East, equally large and frequently larger yields can be had, year for year. Crop failures are rare over most of the Pacific Northwest. Moreover, there is the priceless advantage of living where life is better, where climate and a natural wonderland combine to make the most healthful and contented rural people in our country.

America's New Fruit Belt

NEARLY half the nation's commercial apple crop now is grown in three states of the Pacific Northwest—Washington, Oregon and Idaho. Apple eaters all over the world buy the crop and pay \$50,000,000 a year for it. Add another \$50,000,000 for the huge crops of pears, grapes, apricots, plums, prunes, cherries, peaches, berries—especially loganberries, raspberries and strawberries—and you have the total annual value of all fruit produced in the Pacific Northwest—\$100,000,000.

It is not difficult to prove that the Northwest is the nation's greatest fruit growing section. Nowhere else is there quite such a happy blending of conditions that make the perfect setting for fruit production. The unusually fertile soil, the mild, advantageous climate, and the great irrigation projects practically guarantee maximum crops every year.

Growing Apples for the World

Apparently accepting the Pacific Northwest's demonstrated supremacy in apple production, America is gradually turning over to these states the job of growing the commercial apple crop. The number of bearing apple trees in the United States declined from 151,000,000 in 1909, to 115,000,000 in 1919, and there was a corresponding drop in apple production for the country as a whole. But during almost the same period—1909 to 1921—the production of apples in Washington increased eleven times, in Oregon about three times, and in Idaho about six times. The apple crop of 1922 by states, was: Washington, 25,678,000 bushels; Oregon, 6,300,000; Idaho, 3,900,000; Montana, 610,000; Wyoming, 45,000.

Modern methods of marketing, advertising, and distribution are employed in handling this great apple crop, as well as many of the other fruit crops. Pacific Northwest apples have a wider distribution than the commodity of any other section, according to a recent Government report. In addition to supplying markets

throughout the United States, large shipments are made to Europe, Asia, Africa, Australasia, South America, Cuba and Canada. Large co-operative associations and private concerns provide the best modern facilities for handling and storing, and the principal ports of the Pacific Northwest have built huge refrigeration plants which will accommodate immense shipments held for export.

What the enormous apple crop means to allied industries is illustrated by the fact that the Yakima Valley district in Washington alone spends more than \$1,000,000 a year for box shooks. Twenty million boxes are required for the Wenatchee and Yakima crops, and 10,000,000 more to pack the crops of other districts, including the Walla Walla, Kennewick, Spokane and White Salmon sections in Washington, the Hood River district in Oregon, and other west coast fruit regions. To supply this material thousands of men are employed in lumbering and other industries.

Preparing for Larger Production

But the fruit story doesn't rest wholly in apples. The Pacific Northwest enjoys almost as wide a reputation for other fruits whose superiority has been recognized in numerous expositions and fruit shows. Indeed, some of the most attractive opportunities in fruit growing are to be found in the production of such crops as cherries, pears, prunes, peaches, loganberries and strawberries. Lettuce, celery, and other vegetables are grown in abundance and shipped to eastern markets.

A considerable expansion in the production of these and other fruit and vegetable crops is anticipated and provided for through the establishment of canning, dehydrating and preserving factories—many of them co-operative. By the use of various processes these plants are converting non-commercial quantities of fruits and vegetables of all kinds into marketable concentrated products and by-products. This is an adjunct of the fresh fruit business that is growing rapidly and its success promises to open up new and important market outlets for the increasing production.

A Land of Purebreds

AMERICA'S greatest live stock show is now the Pacific International Live Stock Exposition, held every year at Portland, Oregon. To the dairyman or stockman of the Middle West and East, who has visited the wonderful shows at Chicago, Kansas City, and elsewhere, this statement may come as a surprise, and its truth questioned. But the doubter may see for himself. The success of this show speaks volumes for the remarkable development in a comparatively few years of dairying and stockraising in the Pacific Northwest and the advantages offered by this region.

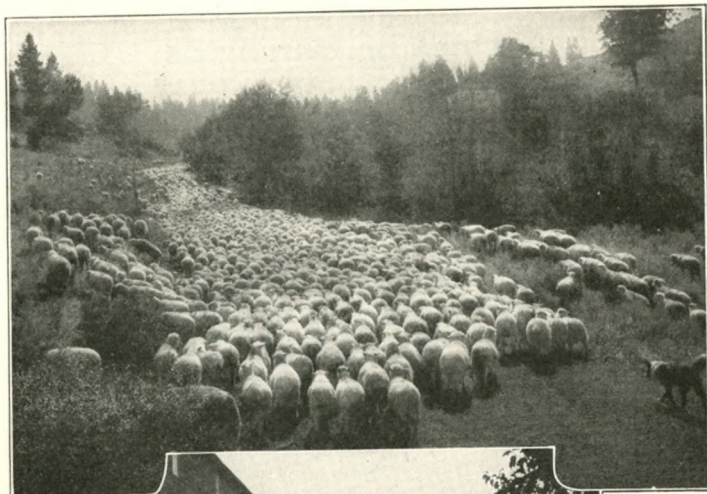
The Pacific International, representing the great live stock and dairy industries of the Pacific Northwest, has attained pre-eminence through the variety and excellence of its exhibits which are drawn from all the live stock groups—beef cattle, dairy cattle, horses, sheep, swine, goats, rabbits and poultry. There in the largest live stock exposition building in America—a structure with ten acres of floor space—the fine stock of the Pacific Northwest is on annual parade. Meeting and competing with it are the blooded animals of all America—from Massachusetts to the Pacific and from Canada to Mexico.

Millions from Live Stock

The U. S. Department of Agriculture, in 1922, estimated the value of all live stock on farms in the five states of the Pacific Northwest to be \$311,000,000. From that investment in stock the dairy industry alone returns \$100,000,000 a year in products, while the value of beef cattle, sheep, wool and swine, and other animals sold probably would exceed that amount.

Almost ideal conditions for cattle and sheep raising are found throughout the larger part of the Pacific Northwest. Eastern Washington and Oregon, and large parts of Idaho, Montana and Wyoming have been the favored sections. In recent years the big cattle men have virtually retired and to a lesser extent the big sheep owners. The tendency is toward the establish-

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With green feed and pastures the year round in large sections of the Pacific Northwest, it is easy to understand why this country is fast becoming famous for its fine stock.

ment of smaller herds on more farms in line with a greater diversification of agricultural production and a sounder and more permanent agriculture.

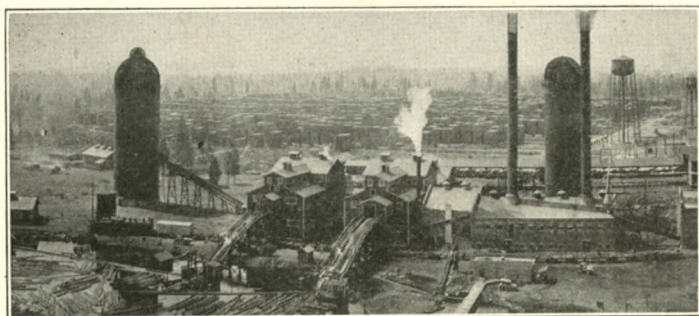
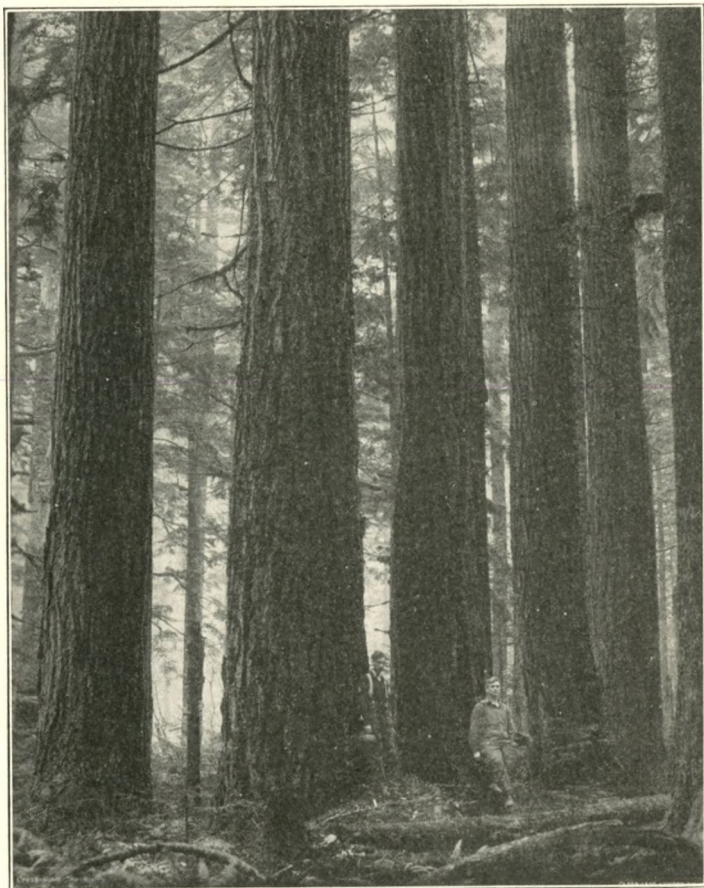
Dairying in the Pacific Northwest undoubtedly is destined to make great progress. This country is favored for this industry as are few other regions in the world. The great coast region of Washington and Oregon lying west of the Cascade Mountains is the paradise of dairy cows and dairymen. Here luxuriant green pastures and other green feed grow practically the year round. A mild winter climate and cool summers add the finishing touches to conditions which guarantee maximum milk production all the year. On the irrigated areas of these states, east of the Cascades, where alfalfa gives unheard-of yields, conditions, taking everything into consideration, are equally favorable, while in the sections farther east in these states and in Idaho, Montana and Wyoming, the lower prices of land fairly balance the conditions and the opportunities.

Products for Every Market Demand

Condenseries, creameries, butter factories and cheese factories, many of them co-operative enterprises, are virtually everywhere, affording the dairyman every possible outlet for his milk in whatever forms the current markets favor.

Then there is the poultry and egg story—a fascinating one. It deserves more space. For here is the home of those Three-Acres-and-a-Living folks you have read about. And they are not only making a living—they are the people with the rainy-day bank accounts and the spending money. Moreover, many of them are large operators, for poultry and egg production succeeds both as a side line and as a highly specialized occupation. Here again nature has provided the essentials—twelve months of green feed, mild winters and cool summers. The latter is a marked advantage over California competitors who now see their eggs topped on the New York market by the superior product from the Pacific Northwest. The egg production in Western Washington alone, in 1922, exceeded the combined output of the famous poultry districts in California.

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And here, in the Pacific Northwest, is half the standing timber of the United States!

A New Capital of Lumbering

WESTWARD, ho, to the great forests! This time it is the march of an industrial army—the migration of a giant industry from the waning timberlands of the East, the South and the Great Lakes region to the vast forest reserves of the Pacific Northwest. It is not a “rush” nor a “boom,” but a methodical movement of might and men to America’s new capital of lumbering in the Pacific Northwest.

Westward, ho! Fallers and hook tenders, swampers and snipers, choker men, rigging slingers and chaser, buck sawyers, loaders, engineers, firemen, signal boys—men of America’s great lumber forces. Men whose simple job it is, every year, to furnish the United States 40 billion feet of lumber, 87 million railroad ties, 5½ million cords of pulpwood, and 110,000,000 cords of fuel.

Half the Nation’s Timber

The westward movement of America’s logging camps and lumber mills, a movement which gains momentum year by year, means much to the Empire of the Pacific Northwest. It means the development, the cultivation of that country’s richest heritage.

For here, on the slopes of the Rockies, the Cascades, the Olympics and the Coast Range, is the greatest stand of timber in the world. Today, with the timber supplies of the states to the East rapidly depleting, *one-half the remaining timber in the United States is in Washington, Oregon, Idaho and Montana.*

Let us see what this means, not only to the Pacific Northwest, but to the entire nation, which more and more must look to this region for its lumber and paper. One timbered region after another in the Eastern States has been cut out. Less than 5 per cent of the virgin forests of New England and only 12 per cent of her original stand of timber are left. New York, the leading state in lumber production in 1850, now manufactures not more than a tenth of the requirements of her own population and industries. Pennsylvania was the lead-

ing lumber manufacturing state in 1860. She now cuts less than is used in the Pittsburgh district alone.

The original pine forests of the Lake States, estimated at 350 billion feet, are now reduced to less than 8 billion. In 1892 the sawmills in the region bordering the Great Lakes cut 9 billion board feet of lumber and largely supplied the softwood markets of the Prairie and Central States, and eastward to New England. Today their yearly cut is one billion. These four densely populated regions, stretching from the Atlantic to the Prairies, which formerly were lumber exporters, are now largely dependent upon timber grown and manufactured elsewhere and are becoming increasingly dependent upon timber which must come from the Pacific Northwest.

Turning to the West for Lumber

The virgin pine forests of the South are estimated to have contained 650 billion feet of timber; they now contain 139 billion feet aside from considerable quantities of second growth. The cut of southern pine is falling off and within another decade, according to a report of the United States Forest Service, promises to exceed, by little, if at all, the requirements of the Southern States themselves.

Western timber has been filling gaps in the Eastern and Middle Western markets since 1894. Within the past few years it has assumed a dominating place in the principal markets of the Lake States and has largely replaced southern pine at many consuming points in the Central States. The Forest Service, in the report previously referred to, quotes an experienced lumberman who has estimated that within the next decade the shortage of nearer timber will compel the Eastern and Central States to increase their annual consumption of western lumber by $11\frac{1}{2}$ billion board feet.

The Pacific Northwest's vast concentration of timber wealth is estimated to be 960 billion board feet—enough to rebuild thrice over the 16 million frame dwellings in the United States. Of this amount 558 billion feet is contained in an almost unbroken stand of the famous Douglas fir, which occupies a strip about

350 miles long bordering the coasts of Oregon and Washington and running inland perhaps 100 miles. This wonderful stand of commercial timber not only is the pride of America, but is known throughout the world as the greatest stand of a single type.

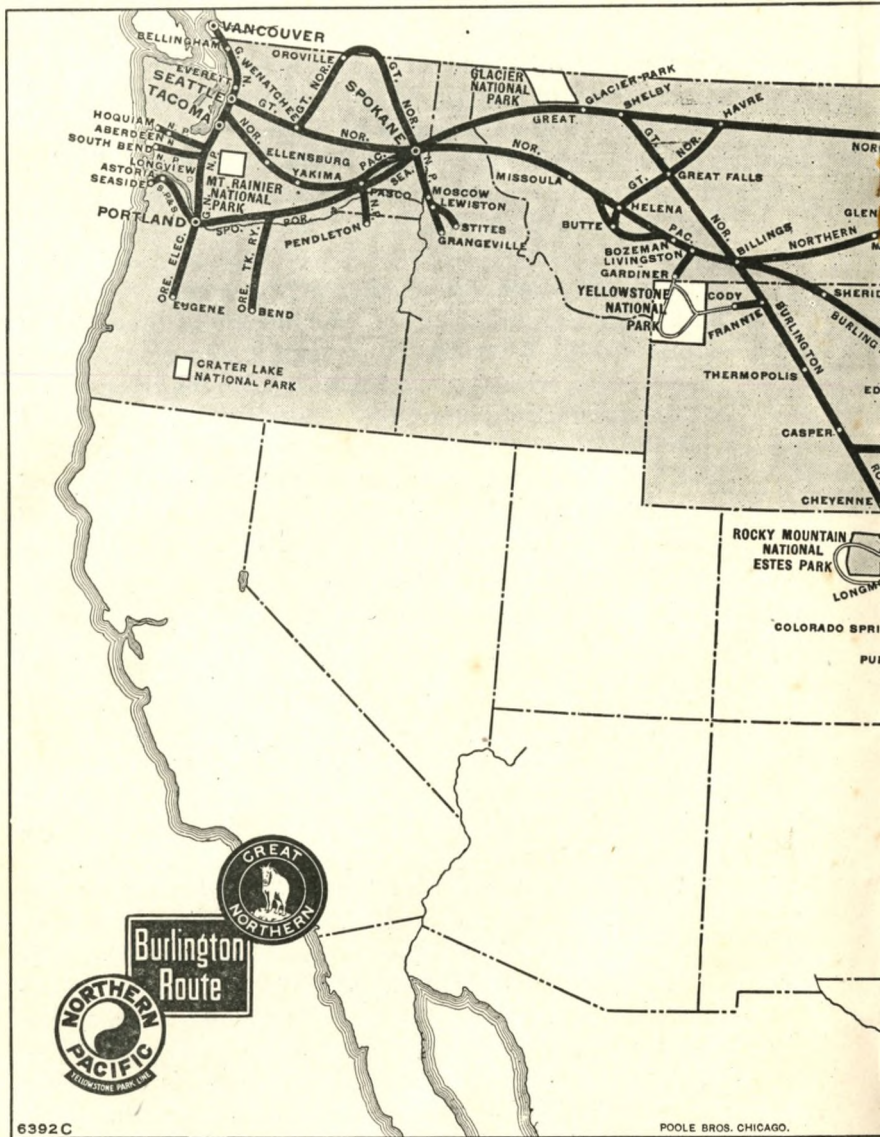
The annual cut of the Pacific Northwest lumber industry now amounts to 9 billion board feet. Production of shingles in Washington and Oregon totals 6½ billion annually. One hundred and fifty thousand persons are employed in the logging camps and sawmills, and the annual value of the lumber produced is approximately \$400,000,000. Washington alone, which for 13 years, with one exception, has led all other states in the production of lumber and shingles, is credited with half the lumber cut of the Northwest—4½ billion feet. In that state 800 sawmills and 300 logging camps are operating. There the largest shingle mills in the world are turning out two-thirds of all the shingles produced in the United States.

Building New Lumber Centers

The Pacific Northwest is shouldering its responsibility as the nation's primary lumber source. It is not forgetting the interests of future generations. Attention more and more is being directed toward maintenance of production. Present supplies of timber, it is estimated, will last 75 or 80 years. Under proper reforestation a new crop can be produced in that time.

Typical of the larger lumber concerns that are moving their plants from the South and East is one that has recently located in Southwest Washington, near Portland. From 2500 to 4000 men will be employed in its logging operations and in its two giant mills, which will have a capacity of 600 million feet annually—100 million feet more than this concern is producing at present in its eleven big pine mills in the South. Such a plant, it is estimated, will require a supporting population, including its employes, of 20,000. Accordingly a city of that size is being laid out by this concern. Every utility and accommodation will be provided according to a model plan, down to city and suburban homes—each of different design.

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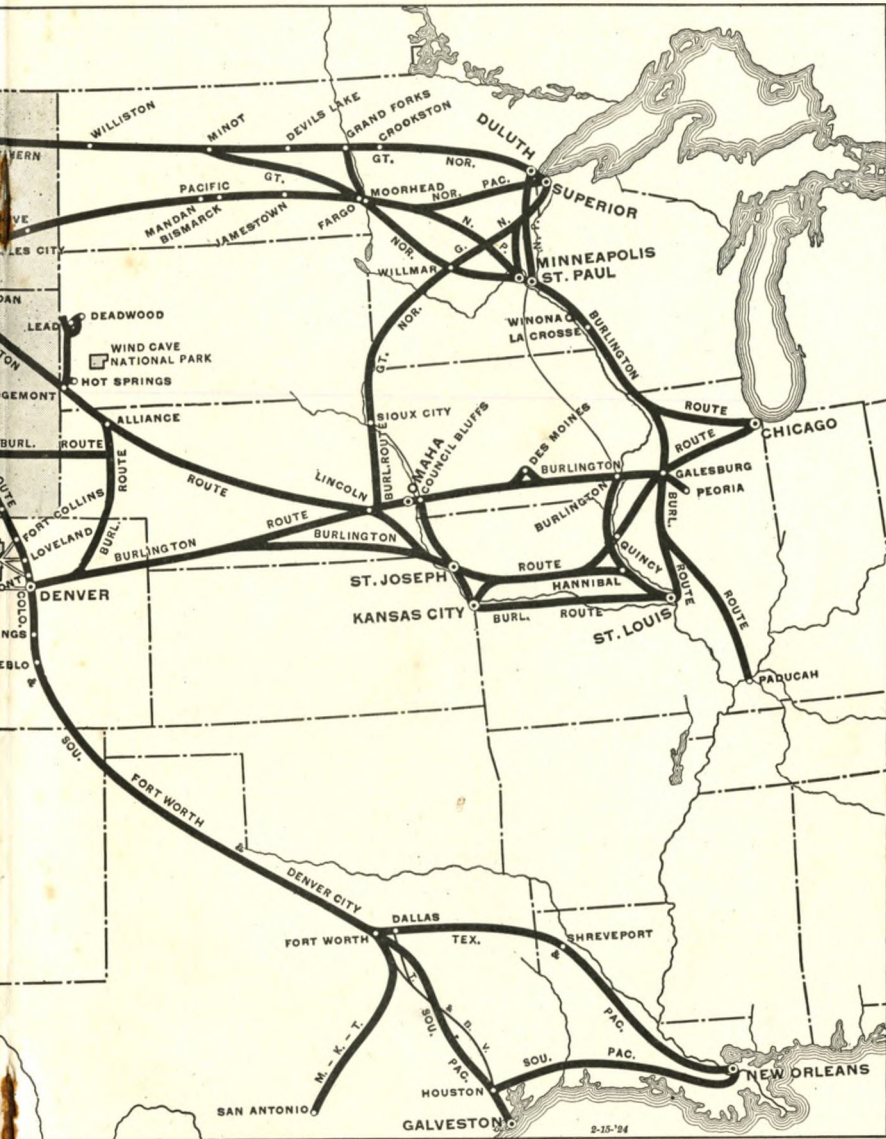


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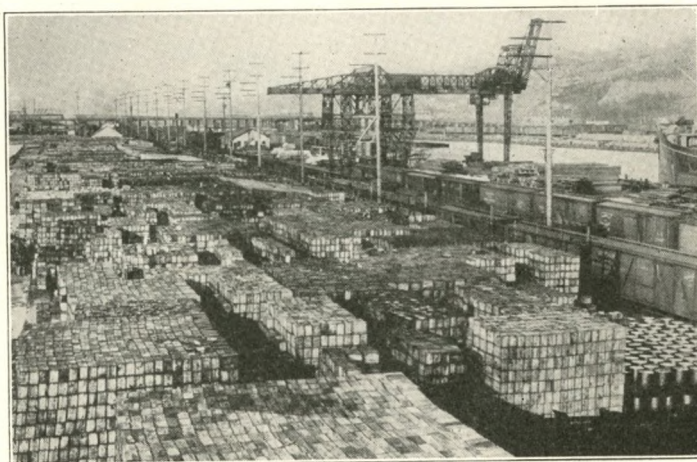
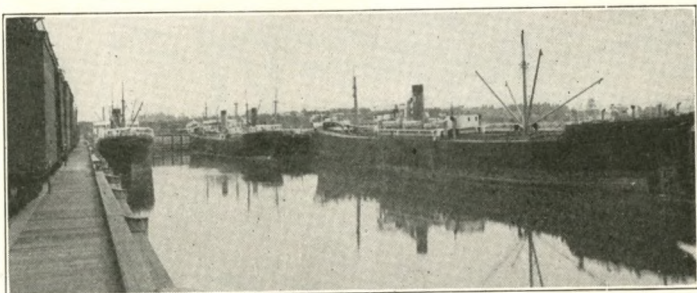
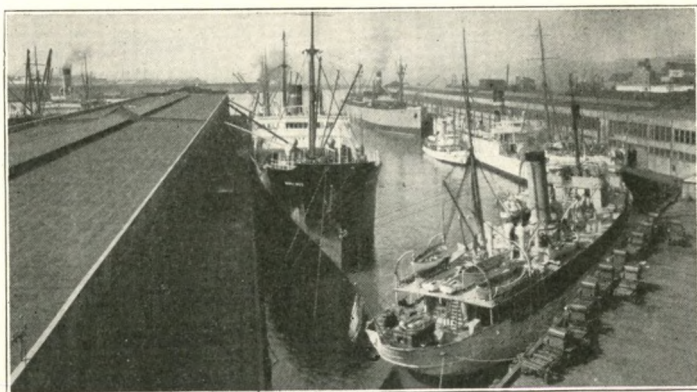
The main lines of the Burlington Route, Northern Pacific, Great Northern Railways form a comprehensive and natural transportation system between the West and the East. This great system functions efficiently in the wide distribution and long hauls of goods, and in the operation of inter-terminal and transcontinental passenger

THE GREAT PACIFIC NORTHWEST



ern, S. P. & S., Colorado & Southern, Oregon Electric, and Oregon Trunk
 between the Great Lakes, the Gulf, the Middle West, and the Pacific Northwest.
 distance exchange of regional products between America's greatest mar-
 er service—all so essential to the growth of the Pacific Northwest.

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Nearer the Orient than other Pacific ports of the United States, the great ports of the Pacific Northwest already have begun to dominate American trade with the Far East.

Western Gateway to World Trade

A FOREIGN trade of boundless possibilities is steadily developing through the ports of the Pacific Northwest. With natural harbors unequalled throughout the world, and with port facilities of the largest and most modern type, the great ports of Seattle, Portland, Tacoma, Astoria, and other cities, already are beginning to dominate American trade in the Pacific.

Nearer Japan, China, the Philippines, and other countries of the Orient by several days' sailing than any other American ports, and having the shortest rail haul to the principal cities on the Atlantic seaboard, the Pacific Northwest seaports have become the principal gateway for the great trade routes that connect the United States with the immense trade areas of the Far East where more than three-fourths of the world's population buys and sells. And they are the connecting link between the United States and its rich territory of Alaska—that \$7,200,000 investment that already has returned \$1,000,000,000 in minerals, fish and other products.

Dominating Trade in the Pacific

The growth in shipping and foreign trade through the ports of the Pacific Northwest has been phenomenal. In 10 years the value of imports and exports of Seattle increased ten times. Portland's shipping shows a similar growth. For 1918, the year when Pacific trade, augmented by war traffic, reached its heights, imports and exports through these ports amounted to \$616,025,354. For the same year imports and exports at California ports amounted to \$476,446,771. The most recent report on Pacific trade—for the year ending June 30, 1922—gives the value of imports and exports of California ports as \$301,539,228 and for Pacific Northwest ports \$372,780,661. For the first half of the year 1922 trade through Washington ports was exceeded in value only by those of New York and Massachusetts.

Forty years ago Seattle was a frontier settlement of 4,000 persons, without a railroad, with one crude dock, and no outside trade. Today it is a city of 350,000 people, the principal city and port of the Pacific Northwest. In place of the once crude dock, 60 piers now serve Seattle's shipping. Seven, including one that is the largest in the world, are owned and operated by an independent municipal corporation, the Port of Seattle. Its properties are valued at \$16,000,000.

Seattle has 190 miles of water front. In addition to its harbor on Puget Sound in which the navies of the world could ride, it has a fresh water, or inner harbor. Great locks, second in size only to those of the Panama Canal, and accommodating vessels 780 feet long, connect Puget Sound with the fresh waters of Lake Union and Lake Washington. Here ships can load without adjustments of tides and can prevent the development of sea growths by going into fresh water. The combined area of the wharves of Seattle, public and private, is 101 acres. The spur track capacity of these wharves is 2,939 cars, and there is berthing space at all piers for 120 400-foot ships. The most modern facilities are provided.

Millions for Port Developments

Portland's shipping has had a tremendous growth in the last decade. Situated at the confluence of the Columbia and Willamette rivers, Portland serves an immense trade territory in Oregon and Washington. Water terminal facilities have been constructed by the Port of Portland at an expenditure of \$17,000,000. This is the great grain shipping port of the Pacific Northwest. Connected with the vast wheat country of the Inland Empire—Eastern Washington and Northern Idaho—by rail lines from Spokane which follow the Columbia River and provide a river-grade haul to tide-water, Portland occupies a strategic position as the ocean shipping point for a vast territory.

One of the finest natural harbors in the world is at Tacoma. This city is in the heart of the great lumber industry of Washington. Through its Port of Tacoma, a municipal corporation similar to those operating in

Seattle, Portland, Astoria and other seaports of the Pacific Northwest, Tacoma is fast developing a comprehensive system of harbor facilities to take care of a rapidly growing shipping business.

Astoria, at the mouth of the great Columbia River, has recently completed a municipal system of port facilities at a cost of \$3,000,000. The Federal government, in 1915, completed the construction of jetties at the entrance to the Columbia River which have permanently eliminated the Columbia River bar and have made this one of the deepest and safest ports of entry on the Pacific Coast.

A Vision of World Trade

This is the statistical story only of the Pacific Northwest's vast preparations for handling the increasing shipping and foreign trade of the United States through the North Pacific gateway. Of the indomitable spirit and broad vision which made possible port developments that can take care of an expansion to many times the present traffic, the statistics tell little.

Nor is this sketch, for lack of space, a complete picture of the Pacific Northwest's great business of shipping. Bellingham, Everett, Gray's Harbor, Willapa Harbor, in Washington and Coos Bay, in Oregon—all are a part of the story. Each is looking progressively ahead and preparing to serve its trade territory in the great days that are to come.

And those days are not distant. World history shows that the greatest centers of commerce in each age have been those cities where the raw materials of the Orient met the commercial products of the Occident. These centers are now in the Pacific Northwest. They look westward, across the busy ocean to tremendous things beyond. To China, with 400,000,000 man power; to Siberia, waiting, with the earth's greatest natural wealth in her lap; to Japan, a great and growing commercial power; to the myriad smaller states of the Forenoon Lands, and finally, to the rich Alaska, with an annual trade now amounting to \$100,000,000, and only started.

Power for Industrial Supremacy

ON THAT approaching day when Industrial Supremacy rests its title with that country having the cheapest power, the Pacific Northwest will play a tremendous role.

Half the water power resources of the United States are within the borders of its five states. Fifty-four million horsepower is the potential strength of the nation's water resources, according to a Federal Government survey. The Pacific Northwest occupies a dominant position with 25,960,000 of that amount. Washington leads the forty-eight states with 8,647,000 horsepower. Oregon is in third place with 6,613,000, Idaho is fourth with 5,067,000, Montana is fifth with 4,331,000, and Wyoming has 1,306,000.

Cheap Power for New Industries

Already the Northwest is offering alluring industrial opportunities by reason of its extensive hydro-electric developments. But it is only on the threshold of its possibilities. Thirty times as much waterpower as is now being developed is available. In developed power, Washington stands third among all the states with 454,356 horsepower, Montana is fifth with 344,420, Idaho has 224,368, Oregon 185,215, and Wyoming, 7,560.

Montana, Idaho, Washington and Oregon are first, second, fourth and seventh, respectively, among the states in the annual per capita consumption of electricity. Because of its cheapness the annual per capita consumption of industrial power in its principal cities is five times the average for the United States. The average rate for all power consumption in one region last year was 1½ cents per kilowatt hour, with lower rates for quantity, off-peak power.

One power company in Montana, with its subsidiaries, has a total generating capacity of 283,000 horsepower of hydro-electric energy. It furnishes light, heat and power to fifty-five cities and towns, scattered over an area 300 miles square—a territory nearly twice that of the six New England States. Fifteen dams and

reservoirs, thirteen fully equipped power plants and 2,000 miles of high tension lines are its equipment.

On a scale typical of many of the Pacific Northwest's enterprises, the City of Seattle is constructing the first unit of a hydro-electric plant that will develop 15,000 more horsepower than the Muscle Shoals project. This plant is on the Skagit river, 125 miles from Seattle. It will ultimately produce 555,000 horsepower, with an installation cost, when completed, of \$103 per horsepower. This cost contrasts with the minimum estimate for Muscle Shoals of \$125. The total cost of the development will be \$56,650,000. It is interesting to note that this one plant will produce five times more power than is available from water resources in Indiana, three times more than is possible in Ohio and twice as much as Massachusetts can develop.

Irrigation a Secondary Use of Water

With hydro-electric development goes irrigation and the reclaiming of vast areas for agriculture. Irrigation by pumping or by gravity flow is the secondary use of power water. Scores of irrigation projects now are being served from power developments and many other projects are waiting their turn.

Outstanding among the irrigation projects and overshadowing in size anything of the kind ever conceived is the great Columbia Basin Project in the Inland Empire of Eastern Washington and Northern Idaho, of which Spokane is the great trade center. One million seven hundred and fifty thousand acres of arid lands would be brought into production by this giant enterprise, the cost of which—\$250,000,000—it is proposed the Federal Government assume. A series of huge dams and reservoirs would comprise the irrigation works. The project would make room for 500,000 persons engaged in agriculture and allied business. General George W. Goethals, builder of the Panama Canal, who was retained by the State of Washington to investigate the project, has reported favorably on it and has urged its construction. It is as much a national enterprise, he says, as were the Panama Canal and the Alaska Railroad.

Treasure of the Pacific Northwest

STAGGERING figures must be used to describe the tremendous wealth that lies in the underground treasure houses of the Pacific Northwest. With thousands of billions of dollars worth of minerals, precious stones, oil, coal, gas, and other deposits locked in its bosom, only a beginning has been made in developing this, America's richest mineral land.

Five billion dollars probably would cover the value of the harvest, up to date, from the Pacific Northwest's earthly stores. Men and money are needed in these mining fields. Capital, intelligently directed, can nowhere find more substantial opportunities.

Riches of the Earth

Copper, silver, zinc, lead, gold, manganese, coal, oil, gas, iron, sulphur, plaster, cement, phosphate, building stone, gravel, talc, mineral waters, medicinal mud, asbestos, gypsum, and precious and semi-precious stones, including sapphires, moss agate, mocha stone, black tourmaline, garnets, yellow and smoky topaz, rhodonite and varieties of jasper—these are some of the developed riches of the Pacific Northwest. Many others are awaiting the hour of a more profitable demand or the livelier interest of a pre-occupied world.

The annual value of the Pacific Northwest's mine products now approximates \$300,000,000—oil and gas not included. Montana, known as the Treasure State, leads in mining development with an output that ranges in value from \$75,000,000 to \$150,000,000. Copper is the leading product, with silver, zinc, lead, gold and coal following.

Butte, Montana, the center of the largest group of mines, is the largest mining camp in the world. First, a small gold placer mining camp, it later developed into a quartz mining camp with silver as the chief value. As the mines went deeper the silver virtually disappeared and was replaced by copper. This metal "made" Butte and it has put Montana in the first rank of copper producing regions. Most of the silver produced in Montana in the last few years has been

recovered as a by-product of the copper and zinc ores. Considerable gold was also recovered from the copper ores, while much lead has been a product of the zinc ores. Butte has 50 producing mines which employ about 25,000 men when operating on full time.

Montana has immense coal deposits, 20 per cent of the state's surface, according to experts, being underlain with this fuel. In 1919, 3,300,000 tons, valued at \$10,725,000 were produced. Most of the counties of Montana have coal or lignite. In the eastern part of the state ranchers and townspeople burn only lignite. Anyone desiring a load of fuel can drive out to his favorite lignite seam and help himself.

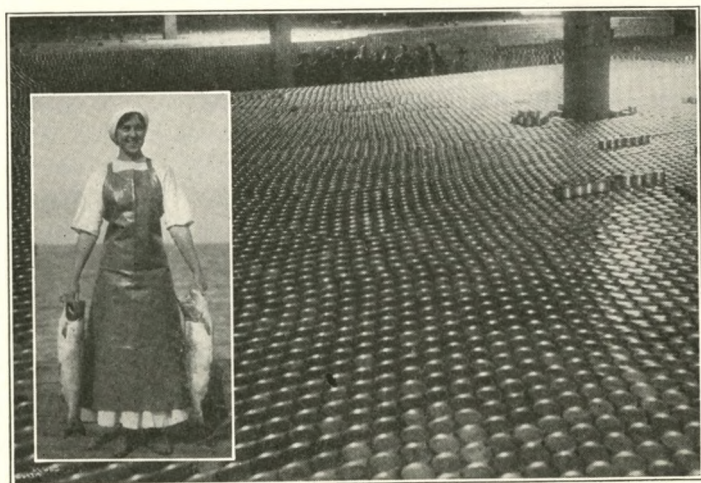
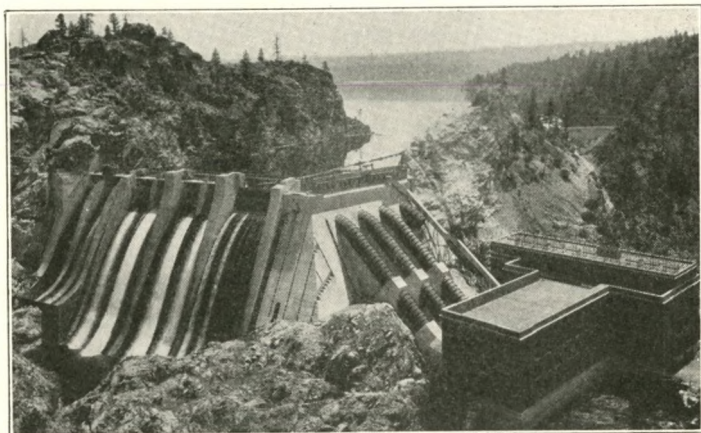
New Fields Increase Oil Production

Oil in Montana, a dream of early settlers, became a reality in November, 1919, and an industry in 1920. In 1922 its five oil fields—Cat Creek, Elk Basin, Devil's Basin, Soap Creek and Kevin-Sunburst—were centers of great activity. Production from these fields, which doubled in 1922, now amounts to something over 9,000 barrels daily. Montana's output for 1922, estimated by the U. S. Geological Survey, was 2,352,000 barrels.

Wyoming is the sixth largest producer of oil. In 1921 its output was 20,000,000 barrels. It has 49 producing oil and gas fields and 15 refineries. Oil or gas has been discovered in nearly every county of the state. Wyoming is also a heavy producer of coal—\$50,000,000 being the value of the annual output from vast deposits. The yearly production of iron ore is worth \$10,000,000. Other products are sulphur, plaster, cement, phosphate, building stone, gravel, talc, asbestos, gypsum, and some copper, gold and silver.

Idaho's mines had an output valued at \$90,000,000 in 1917. A large part of the lead mined in the United States comes from this state. Vast deposits of phosphate and copper also are in Idaho. The chief product of Washington's mines is coal, worth \$10,000,000 in 1919. Oregon has produced considerable amounts of gold, silver, copper and chromite. Recently a large body of high grade iron ore was discovered on the Columbia River, near Portland.

THE LAND OF OPPORTUNITY NOW



Half the water power resources of the nation, the world's largest fisheries, a manufacturing opportunity with 1,275 million people as a market—all these are the Pacific Northwest's.

Manufacturing—for 1,275 Millions

FROM frontier trading posts to humming manufacturing centers turning out $1\frac{1}{2}$ billion dollars worth of products every year is the industrial transformation of the Pacific Northwest men of that country now of middle age themselves have observed.

And yet this remarkable development, it is reasonable to expect, will be dwarfed almost to insignificance in comparison with the manufacturing growth of this great territory during the next few decades. Of a country that is growing five times as fast as the rest of the United States, a country connected by ships of the seven seas with the vast consuming power of three-fourths of the world's population—of such a country it is possible to forecast great things with confidence.

Ideal Conditions for Manufacturing

It is scarcely possible to define manufacturing requisites and conditions more ideal than those that now exist in the Pacific Northwest. With an abundance of raw materials from the most productive, diversified farms in America, from the richest and most extensive mines, from one-half the standing timber of the United States, from the largest-producing fisheries in the world, from the cheap sources of supply in the Orient, it is possible to draw the plans of an alluring industrial opportunity in almost any field of manufacturing.

Power? One-half the water power resources of the United States, adequately developed and available at the lowest rates in the United States. Abundant coal from vast deposits and the cheap "hog fuel," a by-product of the lumber industry.

Transportation? Five transcontinental railroads with branch and local lines connecting every trade territory. Thousands of miles of tidewater and inland waterways. Twelve steamship lines to ports of the Atlantic and the Gulf. A score of steamship lines to the Orient, to Europe and the countries of the world. Coastwise and Alaska lines.

Labor? Plentiful, because of the attractions of climate, scenery, educational advantages and the opportunities characteristic of a rapidly developing country. Labor is markedly more efficient than in the Middle West and East because of the lack of extremes of heat and cold. The open shop largely prevails.

Industrial sites? Many of them, exceptionally well located. Very reasonable terms or free.

The principal manufactured products of the Pacific Northwest now are lumber, shingles, paper, furniture, flour mill and grist mill products, canned or preserved fruits, meats, fish, foundry and machine shop products, butter, cheese, condensed milk, clay products, cement, steel, wire, woolen goods.

Some Opportunities Now Open

There are opportunities for the manufacture of mill and camp machinery; extraction of chemicals including wood alcohol; tannic acid for tanning large quantities of hides available from the Pacific Northwest, Siberia and Manchuria; manufacture of plywood, veneers, cooperage, piling, furniture, and briquetting of charcoal and lignite, using wood tar as a binder.

There are exceptional opportunities for development of the pulp and paper industry.

Other opportunities are electric smelting of Pacific Northwest copper, zinc and lead, production of acids, nitrogen compounds, chlorine, caustic soda, cyanamid, tool and alloy steels, graphite products, storage batteries, finishing enterprises such as enameling, brazing, annealing, the assembling and distribution of electrical equipment and supplies. For grinding of flax seed into linseed oil, for woolen mills using Pacific Northwest wool, for silk mills using Oriental raw silk, for soap making and manufacture of toilet and food products from Oriental vegetable oils.

There are opportunities also for canning and dehydrating plants; for the manufacture of paint materials, white lead and atomized minerals, baking, laundry, and sanitary wares out of raw materials available; for a bottle and glass plant, for making oil clothing, for fur dyeing and fur garment making.

Fish Center of the World

IN THE waters of Washington, Oregon and Alaska are the world's largest fisheries. The catch from these fisheries, which moves through the ports of the Pacific Northwest, creates a business in fresh and canned fish which exceeds that of the east coast of the British Isles and New England combined.

Fishing in the Pacific Northwest is an industry with an \$85,000,000 annual output. From the continental shelf off the coast of Alaska, from Puget Sound, from the Straits of Juan de Fuca, and from the waters of Oregon, 72 edible varieties are caught. Salmon—Chinook, or Springs, Royal, or Columbia River, Tyees, Blackmouth, or King, Sockeye, Silverside, Humpback, Chum, or Dog, and Steelhead—is by far the most important. It is sold fresh, canned, frozen, mild-cured, kippered, pickled, and smoked. In various forms it reaches the chief markets of this country and the world.

Fresh Fish for the East

Then there are halibut, herring, cod, mackerel, sable fish, and smelt, shrimp, crabs, clams and oysters. The principal oyster beds are in Puget Sound and the Puget Sound oyster is known as the Olympia. These are the small ones widely known as cocktail oysters. Halibut and other fresh fish move in express refrigeration cars to New York, Boston and the principal consuming centers of the United States.

Production of the vast salmon fisheries is maintained by artificial propagation. Protective legislation and propagation have resulted in a constant increase of salmon in Oregon waters. Forty-five million young salmon are placed in the various streams of the state every year by the Oregon State Fish Hatchery. There are 18 fish hatcheries and stations in that state. In Washington 24 hatcheries annually distribute some 120,000,000 young salmon in Puget Sound and in the rivers.

Millions of dollars' worth of supplies every year are bought for the fishing industry in Seattle, Tacoma,

Portland, Astoria and other cities. These supplies include tin plate, sheet iron, gas engines, cannery and boat machinery, gear, sails, seines, rope, cooperage and boxes, equipment for curing stations, and supplies needed by 40,000 fishermen and cannerymen.

Buyers from all parts of the United States more and more are looking to the Pacific Northwest for fish. Opportunities worthy of investigation include openings for fish oil refineries, scotch curing of herring, canning and dehydrating of shrimp, canning crabs, preparation of caviar and canning and conserving a number of highly edible fish not now commercialized for domestic and export trade. There are opportunities also for the manufacture of machinery, supplies and clothing now shipped in from the East; using fish waste in manufacture of fertilizer, fish oil, chemicals, fishmeals, glue, etc. Little attention has been paid to utilization of fish by-products.

Help for Small Fisherman

The most modern accommodations for the fishing industry have been provided at the various ports. The Port of Seattle's accommodations for freezing, handling and storing of the fish products of Alaska have greatly aided independent fishermen. Sharp freezing rooms that can be lowered to a temperature of 30 degrees below zero have been installed for freezing the largest fish and the storage rooms are capable of handling over 4,000,000 pounds of fish at one time. The small fisherman here finds a place to clean and prepare his catch, and storage at nominal rates.

Alaska's part in the fishing industry is a large one. Measured by the value of its products, fishing stands first among the industries of the territory. Its fishing industry is represented chiefly by five branches, the most important of which is salmon, with halibut in second place, herring third, cod fourth and whaling last. The total value of all fishery products of Alaska in 1919 was \$50,282,067, of which amount the salmon industry is credited with \$44,944,886, a total of 4,583,688 cases having been canned. Salmon canneries operated in 1919 numbered 134.

A Wonderful Place to Live

“IT'S a wonderful place to live!”

Take that statement at its full value from the 3½ million people who live in the Pacific Northwest. It's their unanimous contribution to this publication. We pass it on to you as the most authoritative statement about a country that can be made. Almost 3½ million of these 3½ million people will tell you they wouldn't live anywhere else. Ask them.

Volumes could be written in support of that testimonial. The task, in two small pages, is almost hopeless. There is so much to be said—so much to tell you. We can only take a hasty panoramic view of things.

Let's start with the coast country of Washington and Oregon—the pretty beach towns looking out on the great Pacific and, in Washington, the smooth, land-locked waters of Puget Sound. Paved highways wind through the beautiful coast ranges, Douglas fir-covered mountains—the big-tree country. It's summer time and the roads are alive with beach goers, mountain and lake picnickers and fishing parties from Portland, Seattle, Tacoma and the cities and country of the near-interior. They're not seeking cooling-off places for it's never hot where they live—rarely above 80—but the beauty spots are irresistible.

Now we move eastward a hundred miles or so to the wonderful and immense Willamette Valley of Oregon where most of Oregon's people live—and would be content to live forever—and to the equally beautiful valleys, many of them, of the Puget Sound country and Western Washington. The Charmed Land, they call it, and you know it's true. And these handsome, clean looking cities—Seattle, Tacoma, Olympia, Everett, Bellingham, in Washington, and Portland, Salem, Albany, Corvallis, Eugene in Oregon—to name a few. Roses and flowers everywhere—and if it were winter you'd see them still, with their green setting of lawns and countryside, for freezing weather is rare.

A superb country naturally, man has added the most modern necessary accompaniments. No better

THE LAND OF OPPORTUNITY NOW

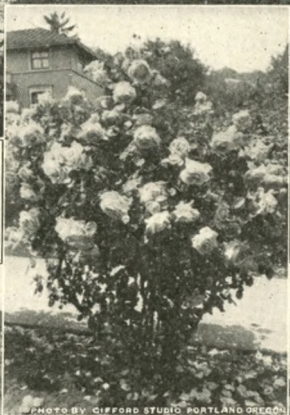
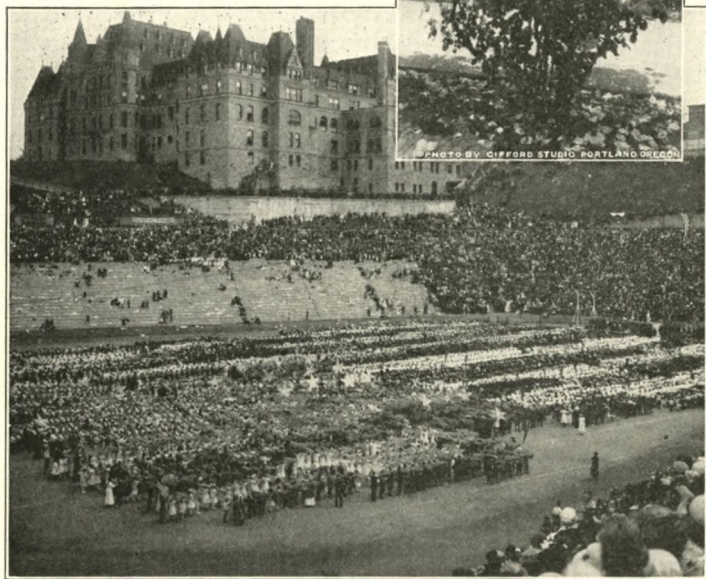


PHOTO BY GIFFORD STUDIO, PORTLAND OREGON



No better schools, colleges, universities, churches, highways, and no better people anywhere. Clubs, organizations of all kinds, pageants, fetes, sports, theaters, opera—everything, and high standards.

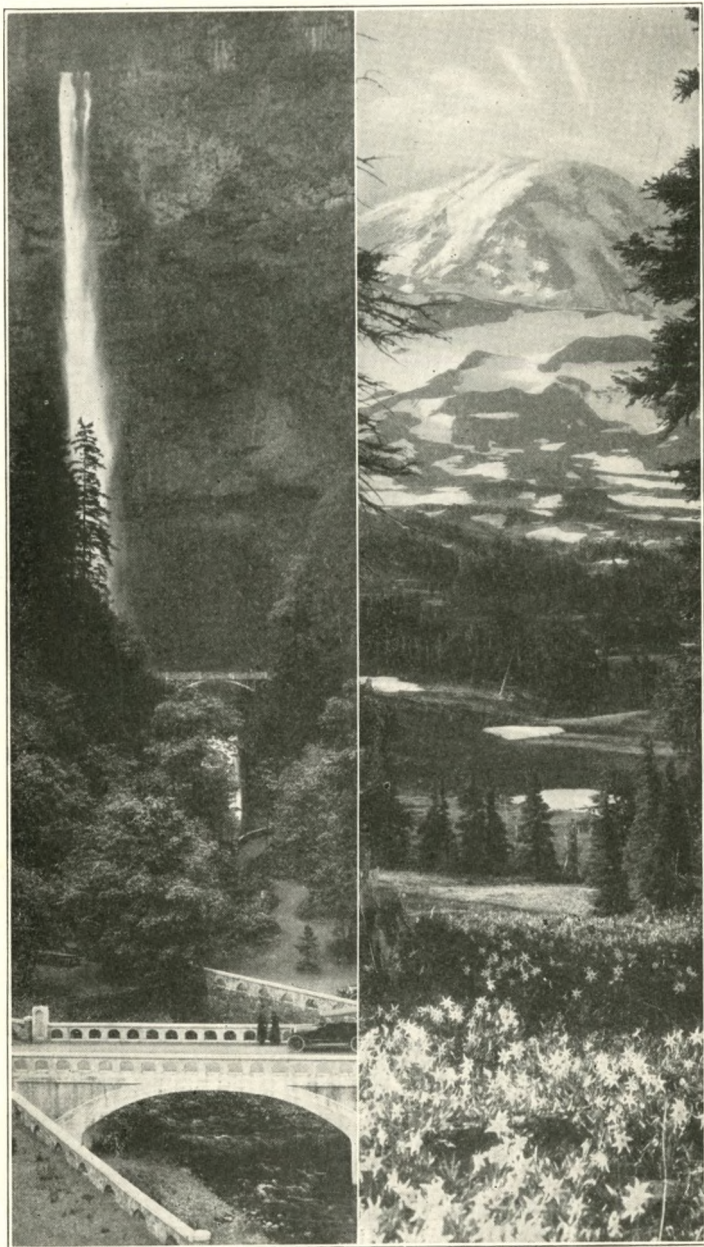
schools, colleges, universities, churches, highways, and no better people anywhere. Clubs, organizations of all kinds, pageants, fetes, sports, theatres, opera—everything, and high standards. As for public health—the lowest death rates and lowest infant mortality rates in the United States testify to that. And that holds for the entire Pacific Northwest.

We must hurry on—to the Cascades. Here are magnificent national parks and national forests containing some of America's greatest peaks—Baker, Rainier, Adams, St. Helens, Hood, Jefferson—reached by paved scenic motor roads, including the supreme Columbia River Highway. Then comes Central Oregon and the famous irrigated valleys of Wenatchee and Yakima in Washington. And having noted a transition from natural rainfall to artificial watering and the waning influence of the tempering Japan ocean current on climate, we can repeat almost the same things said about Western Washington and Oregon.

Then Spokane and her Empire

Next, the great Inland Empire of Eastern Washington and Northern Idaho, with the virile city of Spokane as the hub—and the Palouse and Big Bend country with Walla Walla and Pullman in Washington and Lewiston and Moscow in Idaho, which this empire includes. An unirrigated wheat and general farming country—except for a few rich irrigated valleys. Mountains here again, and the most wonderful lakes. Another place where life is better.

Moving over the big white pine forests of Northern Idaho and a rich mining country, we come to Montana and then Wyoming—the Land of Billions, so rich are they in mines and oil. Farming, too, in the fertile valleys and plains is contributing its share to the title. And here is the home of two of nature's masterpieces—Yellowstone National Park in Wyoming and Glacier National Park in Montana. You soon see why "It Means Something to be a Montanan"—and why it is "Wonderful Wyoming."



And here you live in a natural wonderland of scenic marvels—the most beautiful of the earth. Here is life, plus.

A Larger Place for You

A LARGER place in life awaits you in the Pacific Northwest. A place for you to expand, to grow, to broaden, to develop all that is possible in you. A place where life is fuller of things worthwhile, of the outdoors, of nature's beauties.

Here, *now*, is that opportunity of a lifetime—to get a start at the start of things; to grow up with the country. Great as are its achievements and developments, far greater things are on the horizon of the Pacific Northwest. Nowhere in America are there such opportunities to succeed in a large way. For the young man and the man of middle age who start now, the possibilities in this rapidly developing country are boundless. Thousands are now making such starts. From these beginnings giant industries will develop, great businesses will be built, fortunes will be made—in agriculture, in manufacturing, in mining, in oil, in lumbering, in fishing, in engineering, in merchandising.

Make your plans now to see this wonderful country. Give yourself a chance to find your place in its development, to share in its rich future. If you can't make a special trip, combine business with pleasure and spend your vacation in the Pacific Northwest. Visit one of the National Parks—Yellowstone in Wyoming, Glacier in Montana, Rainier in Washington or Crater Lake in Oregon—for a rest and then “see the country.” Such a trip may change your whole future. It may open up a rich new opportunity for you.

Get into the heart of the Pacific Northwest's scenic wonderland! You will have a new understanding of this country's greatness, of the spirit of the West. It is a land of glorious mountains, of beautiful mountain lakes and rushing streams and tumbling waterfalls; of superb scenic motor roads; hikes and trails; of steamer trips; boating, canoeing, swimming and sea bathing; of sea fishing and stream fishing; of upland birds and marsh birds and big game; of camping and picnicking; of greenery and flowers and sheer beauty unparalleled.

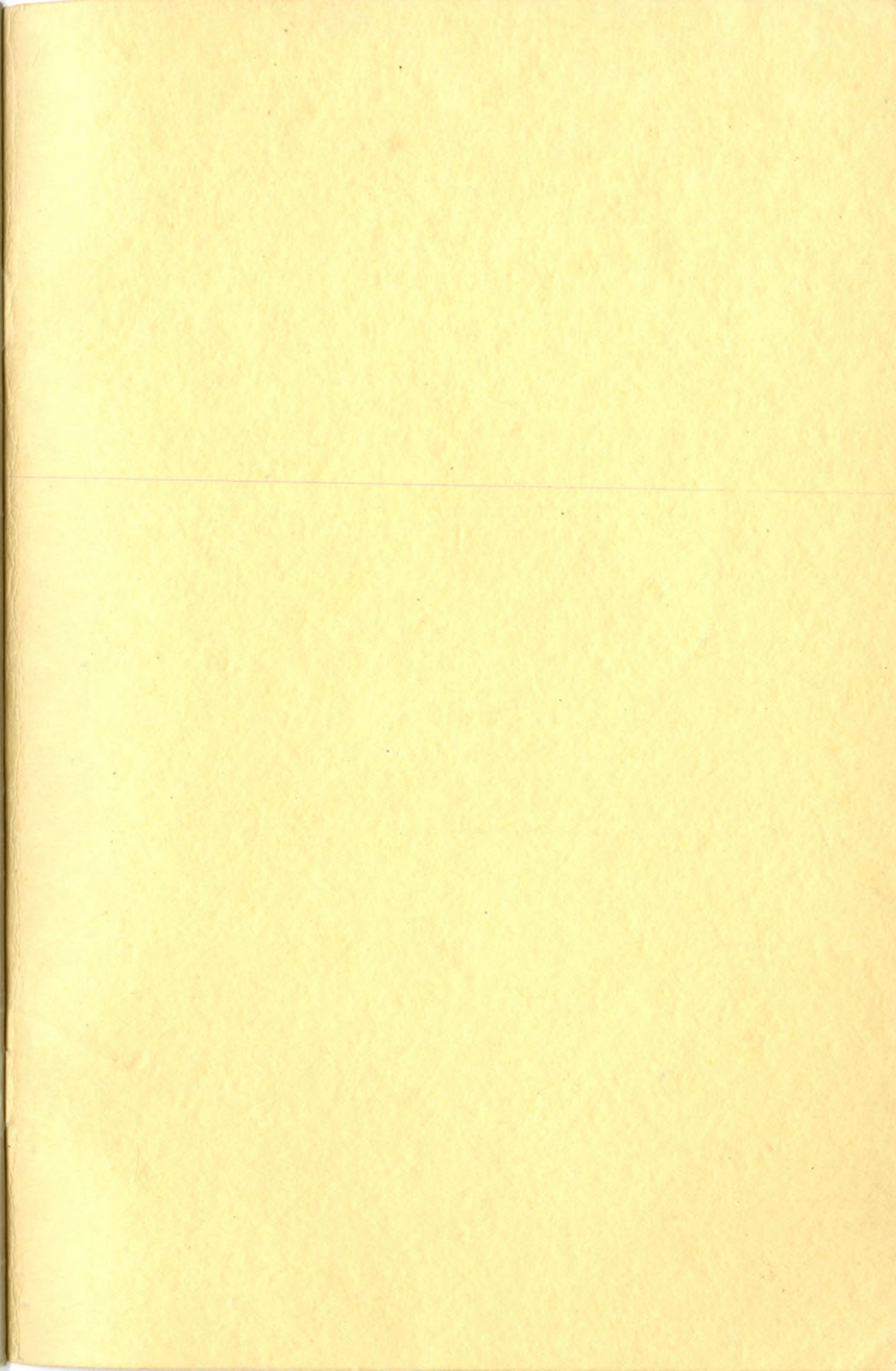
For More Information

DO YOU want to know more about the Pacific Northwest? Are you interested in farming opportunities—stockraising, dairying, poultry raising, fruit growing—industrial and manufacturing developments, commercial possibilities, extension of your trade territory, or in the scenic attractions of the Pacific Northwest? Expert advice and help are at your service. Write to

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A. B. SMITH,
Passenger Traffic Manager,
Northern Pacific Railway,
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