

THE NEW EMPIRE!

OREGON! WASHINGTON! IDAHO!

In its Climate, its Rich Agricultural Land, the Abundance, Certainty and Quality of Its Crops, Grain, Grass, Fruit and Vegetables, Its Mineral Wealth, Its Timber Supply, and Its Other Natural Resources of all kinds. As a Place in which to Live with Comfort and Pleasure.

and as a field in which to make money by labor and industry or through profitable investment, the best as it is, at the present time the least known and understood portion of the United States.

PORTLAND

The Metropolis of the New Empire.

Portland is the great center of trade and manufacture for all that vast section of country which includes Oregon, Washington, Idaho, Western Montana, Northern California, British Columbia, Alaska. It is the greatest railroad center west of the Rocky Mountains, not excepting San Francisco. It is the center of the most complete system of water transportation on the Pacific coast, and the only system of such transportation sufficient in extent to be worthy of the name.

THE GROWTH OF PORTLAND

In 1880, Portland had a population of.....	22,000
January 1st, 1888, it had a population of.....	60,000
January 1st, 1889, it had a population of.....	70,000
1st of January, 1890, it will have a population of upwards of.....	90,000

The Growth of Portland's Trade

Has been more phenomenal than the growth in population and the increase for the year in general trade and the output of the manufacturing establishments has been so great as to be unprecedented in the history of the city. The increase in the Wholesale and Jobbing trade alone, for the year 1888, was upwards of \$15,000,000. The increase for the year 1888, in the output of manufactured products, was upwards of 10,000,000.

The increase for the year 1888 in these two branches alone, was more than the entire trade of all kinds, and the entire output of manufacturing products of any other city or town in the NEW EMPIRE.

The increase in Portland's trade for the last two years, has been at a rate in excess of twenty five per cent per annum, and the present indications are that it will be nearly if not quite fifty per cent for the year 1889.

To the Manufacturer, Merchant, Capitalist, Investor,

Portland offers advantages unequalled by any other growing western city.

TO THE MANUFACTURER—It offers the advantage of being the great center of collection and distribution of the Pacific Northwest, and of having transportation facilities connecting it with all parts of the country west of the Rocky Mountains, which are unequalled in their completeness and extent, by no other city west of the Rocky Mountains, **not excepting San Francisco.** With a present great and constantly increasing demand for factories of all kinds, the manufacturing establishments of Portland, notwithstanding the great increase in their output for the year 1888, were unable to meet the full demand.

TO THE MERCHANT—It offers the advantage of being the well established trade center of a vast, rich and rapidly developing section of country with an established trade, which is increasing year by year in proportion to the development of that country, with a present and constantly growing demand for new houses of all kinds.

TO THE CAPITALIST AND INVESTOR

It offers the advantage of a field where business failures are almost unknown; where real estate values are below actual values, and are rapidly advancing, not from the effect of any forcing, but under a rapid, steady and healthy growth of the city; and where there is a constant and constantly increasing demand for business buildings, and dwellings yielding an income on the investment far above ruling rates of interest. Though the rate of building last season was great, there are no empty houses in Portland.

The proof of these advantages is to be found in the city itself. Though the youngest of the trade centers of the United States, it is the richest city in the United States, in proportion to population, and all its wealth has been accumulated here through the great advantages that the city offers for the making of money in all branches of business and in all lines of investment. The present opportunities are greater than those of the past, and they are increasing from day to day in exact proportion to the country at large.

THE NEW EMPIRE, of which Portland is the well established metropolis, and manufacturing trade and transportation center, is richer in diversified natural resources, capable of a higher and more profitable development, and of sustaining a denser population and is greater in extent than the country tributary to any other of the trade centers of the United States, save only the great cities of Chicago and New York, and it is now developing more rapidly than any other portion of the United States.

THE OREGON IMMIGRATION BOARD will furnish free of charge, to all who are seeking homes or investments in "The New Empire," Oregon, Washington, Idaho, or its metropolis, the City of Portland, reliable information as to both country and city, on application to it in person or by mail. Call or address,

THE OREGON IMMIGRATION BOARD,

No. 10 Ash Street, Portland, Oregon

The Climate.

Is one of cool summers and warm winters, and of freedom from blizzards, cyclones and severe storms of all descriptions. It is not a climate of perpetual summer, but the winter is rarely colder than that of an ordinary spring in the Northern States east of the Rocky Mountains, and outdoor work is carried on the year through, with but very little interruption.

In Point of Health, there is no Quarter in the United States which Equals This.

There is no sudden or extreme changes of temperature, and the climate is all that is consistent with the highest production of the soil and the most robust development of man and beast.

IT IS THE PARADISE OF FARMERS

By which it is not meant to say that the farmer may live here without work, but in no section of the United States are the conditions so favorable to the farmer as they are in the

AGRICULTURAL SECTIONS of the NEW EMPIRE

The mild winters enable the farmer to carry on his farm work almost without interruption throughout the entire year. Nor is he obliged to consume the profits of one half the year to winter his stock through the other half. The soil is rich, enduring and easily worked, the yield of grain, grasses, vegetables and fruits, not tropical, is more abundant and the quality is better, and in no part of the United States will an equal amount of labor with the same investment of capital, produce equally profitable returns. There are no pests of any kind to destroy the crops while growing. No storms during the harvest season to destroy the crops when grown or in the gathering.

NO FAILURE OF CROPS HAS EVER BEEN KNOWN

And in no other sections of the world does the farmer with such certainty reap and enjoy at the close of his season's labor, the fruits of that labor.

HERE ARE HOMES!

For 6,000,000 People.

Without dense settlement or overcrowding, and opportunities to make fortunes, bounded only by the industry and enterprise of the new comer. But this section of country is of vast extent, embraces more than 250,000 square miles of territory, and is varied in character. The rich agricultural lands are not to be found in the lumber districts, nor among the mountains laden with their mineral wealth, and vice versa. To travel over this vast section of country to examine it in detail, takes much time and involves a considerable expenditure of money, and it is not practicable that each new-comer should do so; and yet, if the farmer goes only to the lumber district or mining region, or the lumberman or miner goes only to the agricultural section, they will respectively be disappointed in their search.

And that each newcomer may ascertain quickly and accurately whether or not he can find here what he wants, and may not be disappointed in his search, by reason of not searching in the right place. It is necessary that each newcomer inform himself as to the general character of the country, and the general character and location of its different classes of lands and natural resources, before he commences his search.

THE COMMANDING

Position of Portland

Is shown by the fact that it is the point of meeting and competition of three great transcontinental lines:

The Northern Pacific, the Union Pacific and the Southern Pacific Railroads.

All of which run through trains to Portland over separate lines; owned or operated by them, and which terminates here, and Portland is their actual western terminus, and though Portland is not the nominal terminus of the

Northern Pacific, all trains of this road to and from the east, whether by the way of the Cascade Branch on the main line run direct and without break to and from Portland as the terminal point of their arrival and departure.

PORTLAND'S

Natural Strength of Position

It is the only seaport in the Pacific Northwest admitting deep sea vessels of all classes, which may be reached from any of the producing sections without crossing one or more mountain ranges at heavy grade, while all portions of the producing sections may reach Portland at water level grades.

It is from 31 to 145 miles nearer by raft to all parts of the producing sections than any other seaport admitting deep sea vessels, of all classes, with down grades to Portland, as against heavy mountain grades to the other ports.

It is 97 miles nearer the sea, and from 128 to 242 miles nearer to the sea by way of Portland than by any other port, admitting deep sea vessels of all classes.

It is the center of a system of river transportation reaching every division of the producing sections, and which has a present carrying capacity but little less than that of the railroads.

The LUMBERMAN

Will find here in the timbered sections, timber of a quality unsurpassed anywhere, and of a size and growth per acre, that is unequalled in any other part of the United States. The facilities for manufacture are ample to make production of lumber cheap enough to bear transportation to the eastern market, transportation facilities are ample, and the market is limited only by the extent of the treeless regions east of the Rocky Mountains. Timber lands are now cheap but the market is widening rapidly, the manufacture is steadily increasing, and they are rapidly advancing in price.

The Merchant, Manufacturer, Mechanic, Capitalist, Investor.

Will find here all those opportunities for the employment of skill and capital, which are offered only by a country rich in every natural resource, and which is filling up so rapidly with an industrious, active and enterprising people. That its development and advancement is at such a rate that it is impossible to give any statistics that are reliable for longer than the day on which they are published.