

Wide Awake Statements

We may take the pulse of a state in hand and determine from the heart-beats of its industries and resources very much what its tomorrow will be.

What shall we say as to the state whose chief symptoms are: Millions of acres of fertile lands awaiting the touch of the plow, billions of feet of the finest timber inviting the woodman's axe and the markets of the world; waterfalls and streams ready for the harness of servitude in the generating of electricity and power; great stock ranches wherein the finest animals can be raised with none of the inconveniences and setbacks of a severe winter; hills rich in mineral store; a great commercial waterway, which opens the gates of trade with the vast countries of the orient; a people of progressive spirit, who are combined for the advancement of the state. We can add to these its enormous productions in every branch of agriculture, horticulture and manufactures, with railroads threading their way with commercial sustenance to all growing sections of the state. These are some of the signs of Oregon's future and the conclusion to be drawn therefrom is obvious.

Oregon's pulse today is beating with the strong and steady movement of prosperity, a rich prosperity which includes past, present and future in its scope. Wherever you go there is peace and plenty throughout the state, attendant upon one of the most successful years in its history. This year's crops have been heavy, products of mill and factory, exports and imports, in fact every branch of industry and activity shows a decided increase. The banks are full of money, the people's pockets are protruding with plenty; and yet the bright sun of prosperity is hardly above the horizon, for Oregon is yet in her early morning.

Oregon is one of the youngest communities of America. The Oregon country passed to the sovereignty of the United States a brief sixty years ago and was explored by Lewis and Clark only one hundred and one years ago—an event the centennial of which was celebrated last year by the Lewis and Clark exposition.

The equable climate and bountiful resources early attracted the westward-bound cavalades of settlers who found therein a land of plenty which gave to them a livelihood, not asking much in return. We find that in Oregon Nature has set up a storehouse of the things that are good for man. This word is going out to the entire world and is bringing its throngs of hopeful homeseekers from the less encouraging districts of the East. And today the opportunity for the homeseeker and for the investor was never greater. Few, if any places, offer so much to the newcomer, whether he be capitalist, farmer or workman. The need of all classes cannot be emphasized too clearly.

The pessimistic spirit, when the Lewis and Clark exposition was developed, pointed out a disastrous reaction from the activities attendant thereto, but there has been no reaction along those lines. Commercial and industrial activity have swept ahead on a broader scale under the impetus which the exposition gave. Realty values in Portland and throughout the state have increased and are increasing steadily. Portland, with Oregon behind it, and with Oregon's wealth and resources behind it, was never greater than today.

Other far-seeing men of affairs from all parts of the union declare that the climax of Oregon's greatness is now a mere glimmer in the future.

Men with the absolute courage of their convictions are the men of the hour in Oregon today. Men who will build more skyscrapers—more electric railways—more mills and factories. Men of this sort are flocking to Oregon in countless numbers from all parts of America. We want thousands more just such men—with the "get there and stay there" material in them. There are thousands of rich resources in Oregon that await the developer, the capitalist and the laborer.

This company stands ready at any time to welcome the stranger and the man of affairs with a welcome that is far-reaching.

THE NORTHWESTERN GUARANTEE & TRUST COMPANY, Lumber Exchange Building (second floor), southeast corner Second and Stark streets, admire the progressive spirit in all men—we are here to assist all newcomers in finding homes, investments and in building the Broader Portland and the Greater Oregon.

We invite you to communicate with us, or call on us at any time, for the truth about Oregon.

With Truth About Oregon

We have the largest woolen mills on the Pacific coast—the largest paper and pulp mills west of New York.

We raise three crops of vegetables in succession on the same ground, in the same year, without irrigation—we plant potatoes in February to harvest in July, and plant in Christmas. We raise grain all winter to harvest all summer.

We do not have to hustle our vegetables out of the ground to save them from freezing, as they do in the winter countries. We do not have to provide a \$2,000 barn to be able to sell our milk to a creamery.

We do not have to slave and save during a short summer, to keep from freezing and starving through a long and cold winter. We make our living in January as we do in July. We never have zero weather and seldom freezing. We pick roses in our gardens all winter.

THE NORTHWESTERN GUARANTEE & TRUST COMPANY, Lumber Exchange Building (Second Floor), southeast corner Second and Stark streets, will be pleased to mail Oregon literature to your eastern friends. Send us the addresses.

Portland and Oregon real estate is today the best, safest and cheapest investment on the Pacific coast. The prices are normal and all advances that have been made in values during the past year or two are natural—being due to the great growth and development of the city and state.

There is not a real estate man or a property holder in Portland or in the state who does not agree that no better investment can be made than in Portland and the state of Oregon.

All improved property and all unimproved property is constantly increasing in value—much of it remarkably fast. The soundness of Portland and Oregon investments is never questioned, for the present selling prices make it safe for many years.

This company has improved property all over the state of Oregon which is desirable alone for investment purposes. All of this property will net the investor a large percentage of profit on the investment. If property owners of Portland will come to THE NORTHWESTERN GUARANTEE & TRUST COMPANY with their income property they will find that this company is prepared to handle and is handling first-class income property in a manner that is proving entirely satisfactory to owners and buyers alike.

The advantages of Portland realty have not been advertised as fully as they should have been—the outside capital that has been invested is largely the result of personal visits to the city or state by the capitalists. Every day this company is interesting large capitalists in and about the city of Portland and the state of Oregon.

These men of affairs have been watching the rapid growth of the most important city on the Pacific coast. The great and many advantages Portland has over other coast cities, its low tax rate, its miles of improved streets, its great water system, the rise of many substantial buildings, its coming importance as the greatest railroad center in the far west—all of these facts are a preponderance of evidence that is convincing the capitalist and investor that Portland and Oregon is the best place for safe investment.

THE NORTHWESTERN GUARANTEE & TRUST COMPANY, Lumber Exchange Building (Second Floor), southeast corner Second and Stark streets, will say to the investor—It will pay you to become better acquainted with our LOAN DEPARTMENT—Investigate our Gilt Edge Securities.

To the men who are seeking farm lands we have the best improved and unimproved farms in each county in the state for sale. It will be to your material advantage to become better acquainted with our REAL ESTATE DEPARTMENT.

If you are a timber owner or a buyer of Oregon timber—our TIMBER DEPARTMENT is well equipped to serve you better and more satisfactorily than any other like concern in the west.

Remember, we have timber lands, town property, farm lands, city income property, in every part of the state of Oregon for sale.

No man seeking any of these properties can afford to not become at once acquainted with us—get our terms—our prices—learn that with all men we deal "Squarely" and "Fairly." Call at our offices—write or send us the names and addresses of your friends who seek investments.

For Wide Awake People