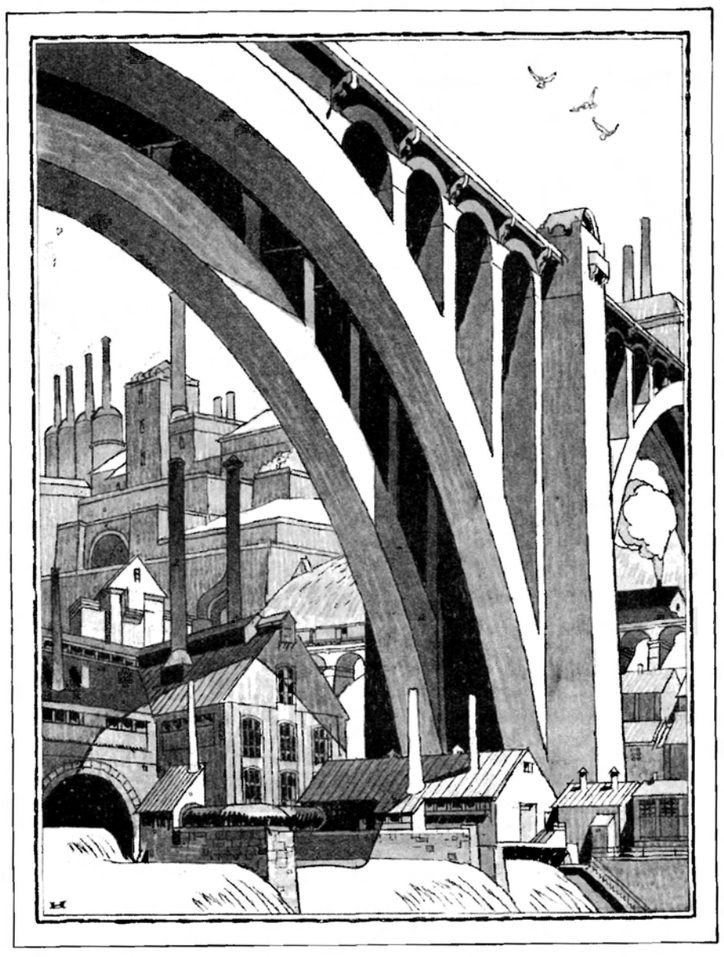
In the lap of the Rockies is the Inland Empire



In the trough between the Cascades and the Bitter Root Mountains spreads an enormous vale, the size of France, tilted southwestward to meet the warm Pacific winds. Through this vale flows the Columbia River and its rushing tributaries. Richly blooming valleys, famous throughout the world, open into it; and more than seventy lakes of dazzling beauty are scattered like lambent jewels among the tumbled velvet and silver of the mountains that hem it in.

This is the famous Inland Empire! In the heart of it rises Spokane, its shining metropolis. And here are factors that make it great:

Power. Spokane River alone developing 172,000 H.P. Billions of potential horse-power charging unchained away to sea. Priest Rapids Dam and Columbia River Project, both planned to surpass Muscle Shoals.

Agriculture. One-fifth the Nation's boxed apples. One-tenth the Nation's wheat. Last year's new wealth of farm crops, $250,000,000. Orchards, $50,000,000. Famous valleys of amazing fertility; and far greater valleys waiting to be tilled!

Timber. Thirty-five million acres of virgin timberland, including largest stand of white pine in the world.

Minerals. The center of probably the richest mineral region known. Already producing one-third the Nation's magnesite; over one-third the Nation's lead; large quantities of silver, gold, zinc. New mineral wealth last year, $65,000,000. Close contact with the copper region of Butte.

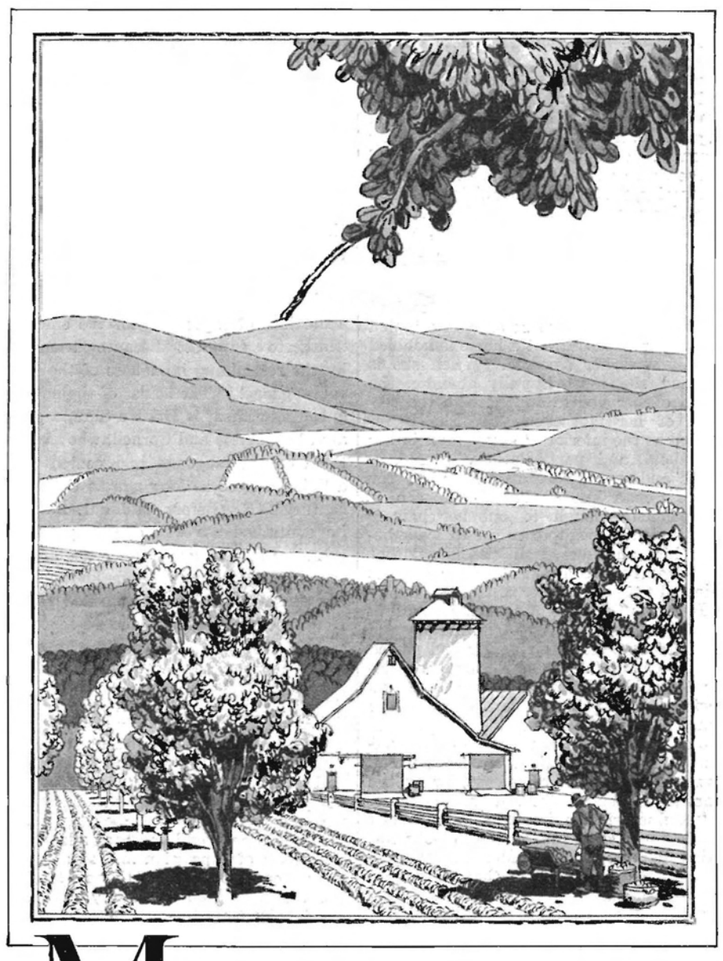
Trade. Spokane, regional center for 63 cities and towns, distributing to 1,500,000 inhabitants. Annual wholesale and jobbing volume totaling $200,000,000. Greatest production of white pine timber in the country.

Transportation. All resources easily reached by railroad, river and highway. Ten thousand miles of improved roadway winding through the valleys and mountains. The trunk line of the Chicago, Milwaukee & St. Paul passing through the heart of it; and spur lines reaching out as feeders.

A generation ago the Inland Empire was virtually a wilderness. But it has shared with the Olympic Northwest in an uninterrupted *growth five times faster than the Nation as a whole!* With the marvelous maritime region of Puget Sound to the west, with the tremendous resources of Industrial Montana to the east, with its own inestimable richness of soil, of mineral deposits, of timber resources, of white power, of an incomparable climate, the already famous Inland Empire is destined to become the center of a much vaster industrial and agricultural dominion.

Lombardy in the Northwest

Like Lombardy, ringed with Alpine peaks and tilted towards the warm scented winds of the Mediterranean, the Inland Empire is a land-locked vale strongly influenced by the warm breezes from the Pacific Ocean. Like Lombardy, but as large as all France! In the west Rainier lifts its glacier-crested peak. To the north and west stretch glorious wildernesses of mountain and primeval forest. Through enormous fertile valleys, blossoming with apricot, melons, grapes, apples, pears, plums, peaches, alfalfa, wheat, rushes the mighty Columbia under claret-colored headlands.



How does the railroad reach the Inland Empire?

It is directly in the path of the shortest and most modern transcontinental route to the Pacific! No region in America is more adequately served by great railroads. It was the railroad, breaking through the mountain barriers, that opened up its riches to the world.

The Chicago, Milwaukee & St. Paul —pioneer in the last great American development, from Chicago and Milwaukee westward—penetrates the Inland Empire with a marvelous *electrified system*, one of the world's greatest achievements in railroad engineering. Its feeders extend into the richest valleys, timberland and mineral regions. Yet this is only part of the vast system —11,000 miles long—with which this railroad serves the Northwest.

It is like a great artery along which flows the life-blood of a waking giant. Farm implements, machinery, tools, seeds, pure-bred stock, and people pour through it, giving energy and life. Pulsing back comes the flow of raw products upon which the giant industrial centers of the East are fed.

Far-sighted industrial and commercial leaders are already planning for the great trend towards the Pacific. The Pacific Northwest now leads the Coast in commerce. *And the Chicago, Milwaukee & St. Paul is the shortest link with the Pacific Northwest and the Far East!*

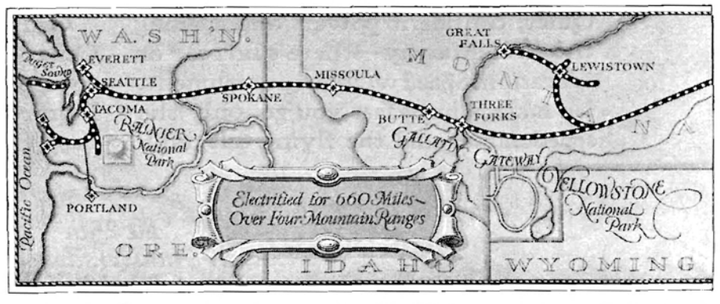
See it on your next trip West

When you make your western trip, take this wonderful route. You will see the most diversified scenery in America—the golden plains—lush dairy country—three of the greatest rivers in the world —four tremendous mountain ranges: the Belt, the Bitter Root, the Rocky, and the Cascade Mountains—the glories of Puget Sound—truly an empire bursting ripe with opportunities!

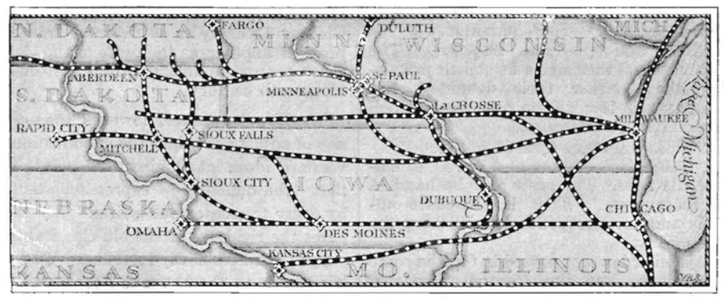
Milwaukee passenger cars are now being equipped with *roller bearings*—a revolutionary improvement first adopted by this road.

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- ☐ Minneapolis-St. Paul
- ☐ Wisconsin
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