



*Mutual*

LABEL &  
LITHOGRAPHIC  
CO'S

*SOUVENIR*

LEWIS & CLARK  
EXPOSITION  
PORTLAND 1905

LEWIS & CLARK CENTENNIAL EXPOSITION



JUNE 1<sup>ST</sup> TO OCT. 15<sup>TH</sup>  
1905.  
PORTLAND, OR.

COMPLIMENTS OF

*Mutual*  
LABEL &  
LITHOGRAPHIC CO.

SAN FRANCISCO · PORTLAND · LOS ANGELES

"THE FUTURE" IS OUR MOTTO

We respectfully submit this  
Souvenir to the People of  
Oregon and their Guests as  
a token of Pacific Coast  
Progress.

*Mutual*  
LABEL &  
LITHOGRAPHIC CO.

*Portland • San Francisco • Los Angeles*



Bird's Eye View  
Exposition Grounds

*Mutual*  
LIFE INSURANCE CO.  
OF NEW YORK  
100 WALL STREET  
NEW YORK, N. Y.

## FACTS WE REMEMBER TO-DAY

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**C**APTAIN ROBERT GRAY entered the mouth of what was thereafter known as the Columbia River, in the American ship "Columbia" from Boston, on May 7, 1792, and gave the name of his vessel to the river.

Captain Gray's report led President Jefferson to send Captains Lewis and Clark across the continent in 1804-6. Their voyage gave us an additional, and perhaps our strongest, title to the Northwest Territory.

This memorable expedition consisted of the two commanders, nine young Kentuckians, four U. S. soldiers, two Canadian voyageurs and one negro, the body servant of Captain Clark.

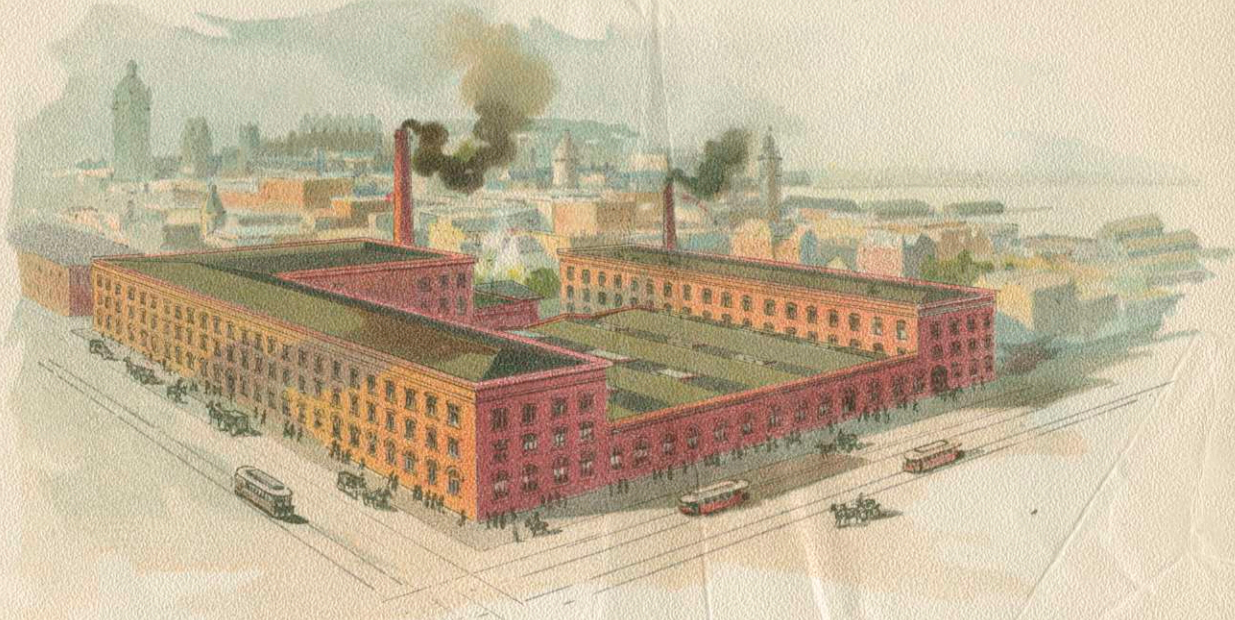
They broke camp for Oregon May 14, 1804, and made the round trip to the Pacific Coast and back in two years, four months and nine days. Returning, they arrived, after enduring untold hardships and privations, in St. Louis, on September 23, 1806.

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Pluck and Brains gave us Oregon  
Pluck and Brains made us what we are to-day

*Mutual*  
LABEL & LITHOGRAPH CO.

MUTUAL LABEL & LITHOGRAPHIC CO'S PLANT



Erected 1901.  
Covers Entire Block. Floor Space, 81,000 Square Feet.  
Employing 365 People.

*Mutual*  
THE  
LITHOGRAPHIC CO.  
SAN FRANCISCO  
ESTABLISHED 1850

*The Output of  
Our Factory  
in 1904 was:*

300,000,000 Salmon and Fruit Labels.

45,000,000 Raisin, Currant and Fig Cartons.

10,000,000 Commercial Headings.

200,000 Poster Sheets, besides a great many labels for wine, liquor, mineral water, etc., etc., thousands of show cards, hangers, calendars, catalogues, booklets and folders--in fact, anything that is printable.

300,000,000 labels. Can you imagine what that means?

Place them on top of each other and you will have a column 1,000 feet higher than Mt. Hood.

Placed in a strip 6 feet wide, they would make a gaily colored sidewalk from Portland to New York.

45,000,000 cartons would fill a train of 500 cars, each 36 feet long.

Our posters would cover a bill-board 9 feet high and 35 miles long.

*Mutual*  
LABEL & LITHOGRAPH CO



LAKE VIEW ESPLANADE.  
GRAND STAIRWAY AND EUROPEAN EXHIBITS.

*Mutual*  
LITHOGRAPHIC CO.  
SAN FRANCISCO  
CALIFORNIA



INTERESTING FACTS CONCERNING THE LEWIS & CLARK EXPOSITION  
PORTLAND, OREGON 1905

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**O**PENS June 1st; closes October 15th.  
Cost, \$7,000,000.  
Exhibits valued at \$25,000,000.

Land area 186 acres.

Water area 220 acres.

Fifteen States participate. Nine in their own buildings.

State appropriations total \$1,283,000.

Eighteen foreign governments' exhibits.

Ten beautiful exhibit palaces.

First demonstration of seeing telephone.

Music transmitted by electricity.

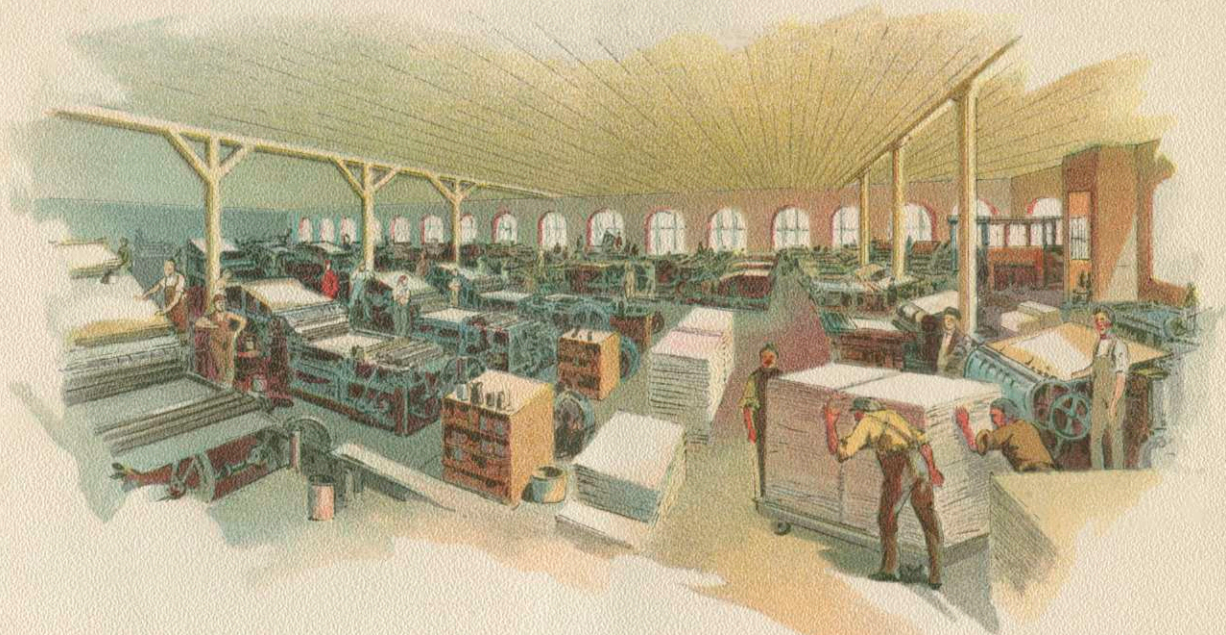
Forty thousand roses in bloom on the grounds.

After seeing the

*Mutual*

Exhibit hit the

"Trail."



General View of  
MUTUAL LABEL & LITHOGRAPHIC CO'S PRESSROOM  
Floor Space, 43,000 Square Feet. Operating 77 Power Presses.

*Mutual*  
LABEL &  
LITHOGRAPHIC CO.  
SAN FRANCISCO  
ESTABLISHED 1852

## OREGON'S ATTRACTIONS

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**O**REGON welcomes the home-seeker and manufacturer, affording them unsurpassed opportunities and facilities not to be found anywhere else.

Nature has blessed the section of which Portland is the center with lavish prodigality. The winters are mild--magnolias growing in the open--while the summers with refreshing and fruitful showers, keep our fields evergreen and assure abundant harvests.

The beauty of our scenery is unexcelled. The towering snow-covered peaks, Mt. Hood, St. Helena and Adams, are real show mountains all the year around--neither the telescope, vivid descriptive writer, nor mountain guide is necessary--the snow is visible to the human eye. The Columbia River is America's most commanding stream, the Willamette Valley an agricultural delight.

Come and live where climatic conditions are favorable and where returns for your exertions are sure and plentiful. Help us in building up this vast Empire.

Succeed as we succeeded, and make  
sure of success by using the work of

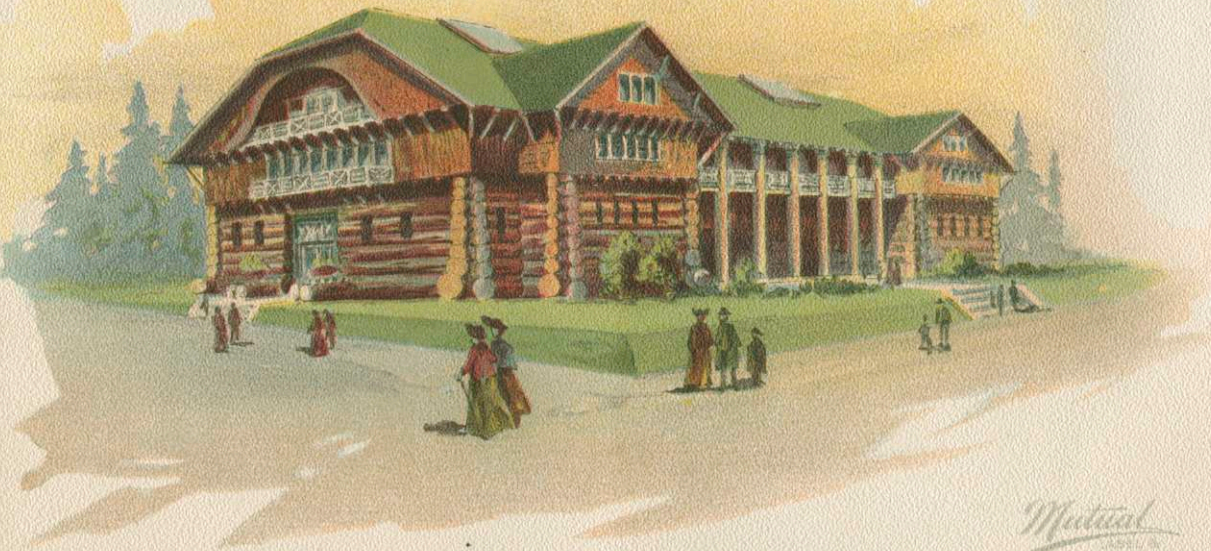
*Mutual*  
LABEL & LITHOGRAPH CO



The *Mutual* the foremost Lithographic Printing House west of Chicago, takes this occasion to thank the people of the Northwest for their continued patronage.

To pay a compliment to our old friends and to try and get acquainted with new ones, we have established a little home of our own in the Fair grounds in the Manufacturers' and Liberal Arts Building, where we shall be glad to extend courtesies to all interested in our work. Here is the front of our Cabin.

As you see, the latchstring is on the outside.  
Step in and see our work.



FORESTRY BUILDING.

*Mutual*  
LASEL &  
LITHOGRAPHIC CO.  
SAN FRANCISCO  
MONTAGUE 171 - LOS ANGELES

**T**HIS LOG PALACE is 206 feet long by 102 feet wide, and rises to a height of 72 feet.  
It cost \$30,000 to build.

Fifty-two immense trees of from 5 to 8 feet in diameter, 54 feet high, arranged in rows, support the galleries and roof.

Of such giants the State of Oregon has enough to make three billion feet of lumber. Four hundred and eighty mills are busy in converting yearly a small portion of this vast wealth into lumber. Their output last year was fourteen hundred and five millions of feet,

Valued at.....	\$12,650,000
Other Forest Products .....	12,000,000
Paper and Wood Pulp.....	2,000,000
Boxes et c .....	400,000
Shingles .....	300,000

A Grand Total for Forest Products of.....\$27,350,000 a year

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If you can use Labels, that sell the goods, come to the "MUTUAL"



PORTLAND HARBOR.

*Mutual*  
MARINE  
INSURANCE  
COMPANY  
OF NEW YORK

## STATISTICS ON PORTLAND, OREGON

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Population 1905---145,250.

Wholesale manufacturing business - - - - - \$180,000,000

Bank Clearings - - \$188,939,347. Deposits - - \$36,000,000

Two hundred and seven miles of city and suburban electric lines.

Portland is the first wheat port on the Pacific Coast, and in 1904 occupied second place in wheat exports of the United States.

Four hundred million feet of lumber every 12 months is an important item of Portland's production.

The annual rainfall is 39.8 inches; New York City, 43.4 inches; New Orleans, 49.7 inches.

Her water supply comes from the melting snows of Mt. Hood, is inexhaustible and absolutely pure, and accounts for the low death rate of only 9.1 per thousand.

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Get a "Mutual Souvenir" at the Manufacturers' & Liberal Arts Building





MT. HOOD

*Metsuda*  
MADE IN  
LITHOGRAPHIC CITY  
SAN FRANCISCO  
CALIFORNIA U.S.A.

## STATISTICS ON OREGON

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**T**HE POPULATION OF OREGON is to-day 525,000. In ten years it will be several millions. Its area is 96,030 square miles, or 61,459,200 acres. Room and to spare for ten million and more.

We raised last year, Wheat, 12,950,000 bushels; Oats, 3,221,744 bushels; Barley, 639,378 bushels; Hops, 16,000,000 lbs. Our Live Stock is worth \$35,000,000 at least. Our Dairy Products, \$7,502,800 last year.

Three thousand four hundred and ninety manufacturing establishments turn at least a part of our raw products into manufactured articles, thereby enriching the State to the amount of \$52,007,775, and paying 25,380 wage-earners \$13,135,422 yearly. The numerous possibilities to utilize water-power make this State peculiarly attractive for manufacturers.

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For Artistic Advertising see the  
Up-to-Date Stationery at the

*Mutual*



AGRICULTURAL BUILDING.

*Mutual*  
LITHOGRAPHIC CO.  
CHICAGO, ILL.

## OREGON'S FRUIT AND SALMON INDUSTRIES

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**L**AST YEAR'S FRUIT CROP brought into the State more than Three Million Dollars. Seven Million of fruit trees contributed to this grand total. Oregon farmers have demonstrated the fact that they can raise Apples the peer of any and superior to most; while Oregon Prunes and Cherries are nowhere excelled in size and flavor.

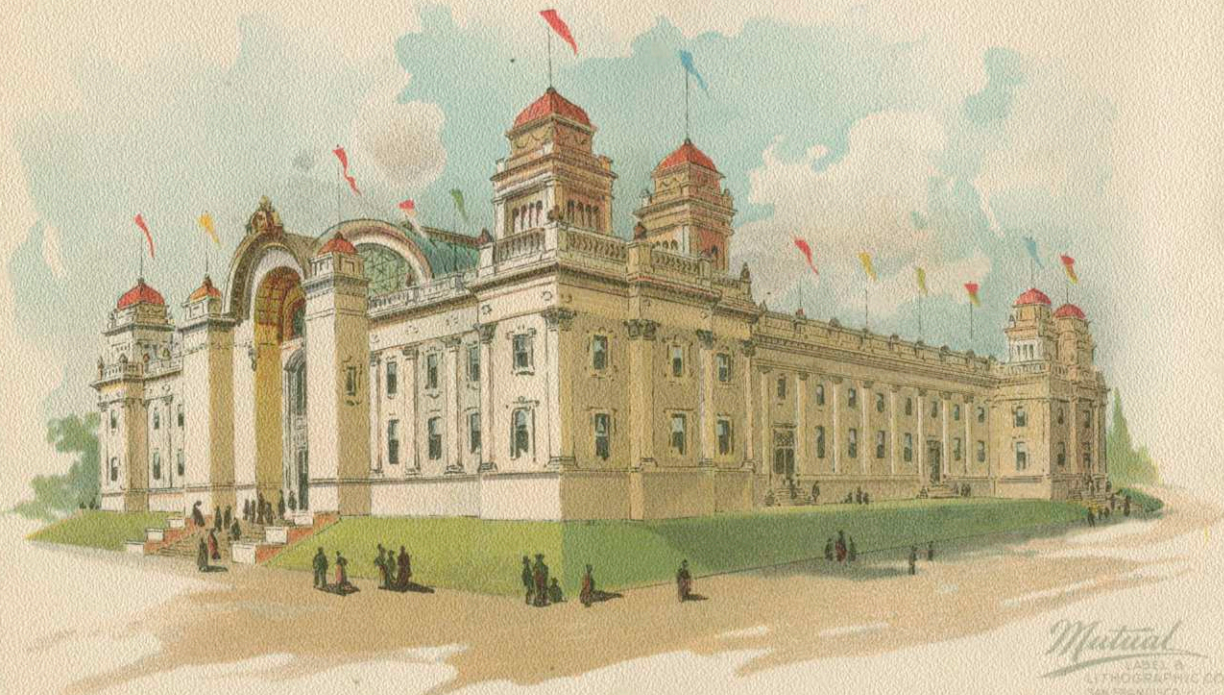
The salmon pack for 1904 resulted in 578,000 cases, while the value of all fish products in the State exceeded Three Million Dollars,

The *Mutual* has added its mite to the success of these industries by furnishing nearly all the labels used.

May it be in the future, as it has been in the past, the proud privilege of the *Mutual* to add to the attractiveness of Pacific Coast products by furnishing Labels, Cartons, etc., etc., that will be fit heralds of our incomparable products.

We shall continue to proclaim their virtues by Poster and Show Card, in Booklet or Pamphlet. In short, we shall try to keep step with the progress of the Coast, so that we may remain what we are to-day:

**THE PRINTING HOUSE OF THE PACIFIC COAST.**



ORIENTAL PALACE.

*Mutual*  
LASEL &  
LITHOGRAPHIC CO.  
SAN FRANCISCO  
PORTLAND, OR. LOS ANGELES

