

ALASKA TRADE EASY WITH PROPER BOATS

Steamship Line to Far North Is Absolute Necessity If Portland Wants Business in That Quarter--Business Men Anxious.

The Portland-Alaska trade situation is epitomized by Henry Hahn, president of Wadhams & Co., in the statement that Portland merchants never have and never would have any serious trouble in securing their fair share of Alaska business with a permanent steamship line that could be depended upon by the Alaska merchants.

"By a division of territory between the railway companies some years ago the Pacific Coast Steamship company's boats were taken away from this port and Portland was cut out of the Alaska trade," says Mr. Hahn. "We have for years charged this, and the facts which support our conclusion have not been disproved. The Pacific Coast Steamship company was doing a paying business with several boats between Alaska and Portland, and without a struggle they gave up the business and took the boats to Seattle and Tacoma. This compelled the Portland merchant to do business with Alaska via the sound route."

"We tried that," says Mr. Hahn, "with insurmountable difficulty in the way of expediting our shipments of rush orders. Our efforts to get a shipment of goods from Portland to the sound, met with interminable delays, frequently resulting in our missing the boats, and the consequent damage to perishable goods and disappointment to Alaska customers. We gave up trying to hold our Alaska trade on account of these troubles. We would have no difficulty in getting and holding the Alaska business if we had transportation facilities."

Absolute Head of Mine.
Mr. Hahn says that while wholesalers are willing to go after the business and push it, they are not in a position to start transportation lines. Portland's great need in this direction is for men with capital and steamship experience. The difference in distance to Alaska between Portland and the sound cities is a bagatelle, he says, and cuts no figure in the real question. This is proven by the fact that San Francisco, several hundred miles further than Portland from Alaska, maintains and increases the Alaska trade of her merchants by means of the steamer lines that run between San Francisco and Juneau, Sitka and Nome.

"Of course, Portland's natural ally, under present conditions, in this Alaska business, is the Oregon Railroad & Navigation Co.," says Mr. Hahn. "This company could help to work up the business, and through the various eastern tributaries of its freight and passenger departments it could do a vast amount of good with very little extra expense. Chicago is doing a large business direct with Alaska, in machinery and other lines of goods, and this long haul the O. R. & N. might secure if it would advertise a through line to Alaska. In my judgment such an enterprise could be made profitable both for the railroad company, the steamships and the city of Portland."

The Obstacle in the Way.
"I see no obstacle in the way of success for Portland business men in the Alaska trade; it is just a question of going after it right," said A. A. Morse, contracting agent for the O. R. & N. company. "While the distance by the inside route is slightly further than it is from Seattle or Victoria, there is practically no difference by the outside route across Georgian bay. The whole Alaska field is open today to Portland, and it is a rich one, and is growing better all the time."

Mr. Morse is an old timer in the freight business in the Pacific northwest. He has had charge of the O. R. & N. business in this line many years, and has done business with Alaska merchants. He says:

"While some think that it will be difficult for Portland to go in at this time and get trade in Alaska, I differ with them. There is much dissatisfaction with Seattle methods among the merchants of Alaska. Many times I have heard Alaska business men complain of treatment in Seattle, and especially criticism of the failure there to fill orders on time. Too often the Alaska merchant receives a small part of his order by one boat and does not get the remainder until three or four weeks afterward."

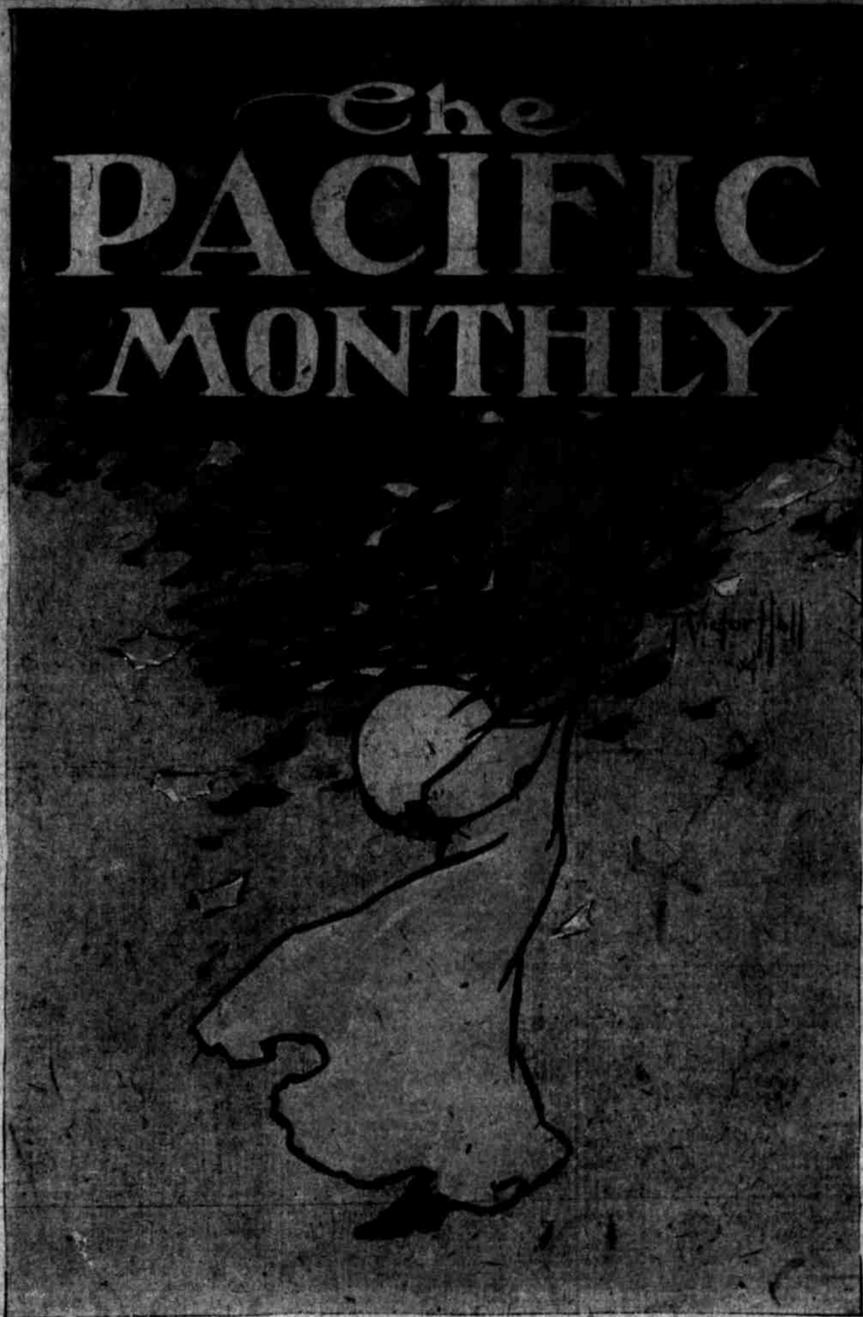
"I think that not only can Portland business men go in and get their share of the business they had years ago in Alaska, but they can get the bulk of the new business that is bound to come from the coal and oil fields that are being developed along the coast from Sitka to the mouth of the Copper river."

Think They Are Overlooked.

In a letter to the Portland Commercial club, H. B. LeFevre, secretary of the Seaway chamber of commerce, calls attention of Portland business men to some important points which, in his judgment, are being overlooked by Portland. Not only are many Portland merchants sending representatives into Alaska trade territory, but there are conventions occasionally that might be secured by this city, which would draw Alaskans to Portland and acquaint them with the advantages of doing business here. The order known as the Grand Camp of the Arctic Brotherhood will hold a three days' session at Seattle, beginning November 1. He says there are enough members of the order in Portland, if they would exert their efforts, to secure the convention for this city in 1908. He assures Portland that it will have the hearty co-operation of the Seaway chamber of commerce in any movement that may result in benefit for the Pacific northwest.

The October Pacific Monthly

Of the many striking cover designs that characterize *The Pacific Monthly*, Portland's splendid magazine, the one for the October issue is attracting unusual attention.



Contents

of the October Number are:

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- PEOPLE—PLACES—THINGS (Illustrated)
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- THE MILITARY MANEUVERS AT AMERICAN LAKE (Illustrated)
 - Gen. Thomas M. Anderson, U. S. A. (retired).
- THE IMPROVEMENT OF HANGY (Kobuk) (The Wright House) (Illustrated) G. S. Garland
- THE NEW YORK SUBWAY (Illustrated) G. S. Garland
- GRAIN-GROWING IN THE PACIFIC NORTHWEST (Illustrated) Donald M. Hall
- LOVE IS DEER (verse) Robert Owen Schindler
- THE STRANGE LEGEND OF THE DOUBLE SHADOW (Illustrated) F. H. Taylor
- PIFFY AND THE DOCK (Action) F. Henry Wain
- MEMORY'S LAKE (verse)
- THE LUCK OF SUCKER CREEK (Illustrated) Dennis E. Stovall
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- OUR VIEW William Little Wells
- Optimism, Luck & Chart Fair Progress.
- THE MONTH
- EXPRESSIONS
- Bigotry, War, Humanity, The Chicago Strike, Divorce Again.
- Charles E. S. Wood
- THE READER W. F. G. Thibault
- THE LIGHTER SIDE Franklyn Odgers
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BERNARDINI'S EFFEMINE

Man wants but leads here below, and gets der leadle lass.
Ven a man succeeds der world takes off his hat; ven he fails der world takes off der man's hat und coat und shoes also.

Der man dot can keep his troubles to himself is a self-made hero.
Love is blind mit der expectation dot it sees prett' vell ven it looks in der pocketbook.

Der man dot waits for fortune to turn up chenerally gets turned down.
Experience is such a good teacher because if it is impossible for der scholars to run away from school.

Der troubles dot trouble some vimmens der most is to find out der troubles vich trouble her neighbors.
Der most listenable man is der man dot seldom gife advice.

Most men work so hard to get a political chob dot day vas too tired to work after arter.
Der verry old bird lives to be der man dot falls by der wayside.

Ven way to get cold feet is to stand around und wait for dead men's shoes.
To der pure air dings vas pure until dey begin to read about microbes, den everyfing is ungesund.

Ven a man becomes sadder und vicer

he chenerally cures der sadder mit an under drink, so vot is der good of der vicer?

HOW TO OPEN A NEW BOOK.

From the New York World.
If books were rightly treated when they are newly bound there would be less likelihood of their backs being broken afterward by rough handling. The covers should be opened one at a time and laid as far back as the table upon which the book is resting; then gradually all the leaves, a few at the back and a few at the front of the book, should be laid upon the covers. The book will then be in condition for ordinary wear and the covers will not break away if not abused. When called suddenly away from a book which you are reading do not lay it face down on a table nor throw a handkerchief between the leaves, but have a book marker handy place it between the leaves, closing the book.

Long May She Wave.

From the Chicago Tribune.
Needleson (looking up from his newspaper)—What do you understand by the phrase, "the eternal feminine"?
Fynns—I've always understood that it referred to Susan B. Anthony.

The October Number

Is a remarkably fine example of the modern magazine. Its most prominent article is by General Thomas M. Anderson, U. S. A. (retired), on the "Military Maneuvers at American Lake," containing some capital illustrations of the boys in blue in khaki from Washington, Oregon and Idaho. Another illustrated article of great timeliness treats of "The New York Subway." In "The Luck of Sucker Creek," Dennis Stovall tells of one of the most marvelous "strikes" in the history of gold hunting. Pictures of the gold field and the fortunate Briggs family illustrate the text. Those who are interested in the theatre will, in "The Playhouse," find much information and bright gossip of the new dramatic season, with pictures of new and old players.

"The Strange Legend of the Double Shadow" is a weird Indian Legend of Mt. Hood, and "Grain Growing in the Pacific Northwest" presents facts and figures of that great industry. In "People—Places—Things" will be found a profusion of new and timely pictures, with brief biographies and pertinent comments. In Mr. C. E. S. Wood's department, that trenchant writer takes up once more the discussion of "Divorce." His editorial on this theme in the August number aroused considerable comment, and this further expression of his views will be eagerly received. The other departments—literary, humorous, industrial, etc., are all up to a high standard, and full of interest. The fiction is unusually clever, and, all in all, it is a number that it will be difficult to surpass.

Don't Catch Cold

Through Old Methods of Obtaining Heat. Either an over supply or an under supply of warmth is conducive to colds, lung diseases, rheumatism, etc. With ordinary methods of heating you are sure to have either too much or too little heat. You can scarcely help catching cold.

Gas gives any degree of heat desired—just when you want it and as long.



It is yet too early to start the furnace. Why not get one of our *Portable Heaters*? They will heat the bathroom, bedroom or any room—takes the chill off mornings and evenings. You can buy GAS HEATERS from \$1.00 up. At the present price of gas it is the cheapest for fuel.

Portland Gas Company

FIFTH AND YAMHILL STREETS