

struck at the city's prosperity such as the destruction of half a dozen of the city's greatest enterprises could not equal. The company which publishes that journal pays upward of \$100,000 annually in wages of employes alone, and though three-fourths of it is brought in from the outside, it is all spent and put in circulation in the city. Besides this, it gives employment to a paper mill, and thus directly sustains home manufactures. Its publishers are property owners, and naturally interested in the city's welfare. As for THE WEST SHORE, it has a salary list of \$25,000 per annum, which represents simply the help employed in the business, editorial, artistic and mechanical departments, exclusive of materials of any kind. This money is all spent in the city, though the city patronage does not exceed one-tenth of that sum. These figures simply show what these journals are doing directly for the financial welfare of the city, without referring to the great benefits they confer upon it in other directions. These figures also show how little either of those journals depends upon the city patronage for support, and they ought to contain food for considerable thought by such as may imagine that, because they pay either of them a few dollars, they are its sole means of support. Were it not for the large foreign revenues enjoyed by the papers of Portland, this city would be represented by a poorer lot of scrub journals than any city of its size can produce. Let not our people take too much credit to themselves when boasting of the superior character of Portland journals.

It is due to the retail merchants of the city to state that they are not included, as a class, in the criticisms of the press. They are an enterprising and public spirited, in the main, as the retail merchants of any city. In fact, they are the greatest sufferers from the prevailing apathy. With the capitalists doing nothing to build up the city or its trade, and confining their attention to mortgages and rent rolls, the poor retailer finds himself slowly being pulverized between exorbitant rents on one hand and stagnation in business on the other. It is the large dealers, and especially the capitalists and larger property owners, who are receiving the attention of the press. These men have made their money here, and it is a reasonable demand that they do something for the city's welfare—all the more reasonable because by so doing they are at the same time helping themselves. It is not a case of charity in any sense. It is simply a question whether by prompt and intelligent action, and the exhibition of a liberal spirit, Portland shall advance rapidly in population, wealth, trade and influence, or whether, by their present "masterly inactivity," our moneyed men will permit her to drop gradually back to the second or third place among the cities of the Northwest. Our theological friends say that the first stage in the art of conversion is a realization by the sinner of his lost condition. He is then in the frame of mind to see the need of saving grace and seek the proper remedy. To throw our people into this desirable mental condition was the sole object of the press. It seems to have been at least partially successful, and it is to be hoped they will see the necessity of applying the saving grace of intelligent enterprise.

MANY of our business men admit the full truth of the facts the press has asserted, and ask to be pointed to the remedy. The elixir exists, but it is no five-minute-headache-drop nor one-bottle-consumption-cure. It is a course of treatment which gradually builds up the patient's system until he becomes possessed of vigor and sets boldly in proud consciousness of health and strength. Broadly stated, it consists of a vigorous push in all directions of our wholesale trade, the establishment of manufactures, and the personal and business patronage of home industries. A few years of such a course of treatment will do wonders for Portland. For the first part, let the wholesalers make a vigorous effort to extend their trade and contest new fields with those now occupying them. If transportation or other obstacles prevent this, let them combine to have those barriers removed. Let them make a strenuous effort to do something, and much that now seems impossible will be accomplished. Let them not forget the strength that lies in united action. It has been one of our greatest faults that we have not been ready enough to combine for the public good. Too many hold themselves aloof for fear that others may reap a greater benefit than they. We lack that *esprit de corps* which is so essential to the welfare of a business community as it is to that of an army. What is wanted, then, is more individual energy and combined enterprise.

THE second remedy is the establishment of such manufactures as will utilize the great quantity of raw materials we annually export, and which return to us again in manufactured form. Home manufactures not only lessen the cost of goods, but they largely increase the population, stimulate retail trade, enhance the value of property and build up a market for the surrounding country; but it is unnecessary to repeat the arguments which have so often been advanced. If the Board of Trade has not sufficient energy or wise liberality to take the proper steps in this matter, and supply the needed means for sustaining a bureau for the encouragement of manufactures, let the citizens move in the matter as though such a body had no existence. Let a committee be appointed, consisting of three or five leading citizens, who have the confidence of the people both as to integrity and energy; let them be supplied with sufficient money to defray the expenses they will necessarily incur, and then have them investigate the question of what industries can be supported here, advertise the manufacturing advantages of this region, correspond with manufacturers in the East and induce them to locate here, guarantee them a reasonable bonus when necessary, and in every way seek to induce various industries to establish themselves in our midst. When this is done in the proper spirit, and our people are convinced that enterprises are legitimate and will be properly managed, there will be little difficulty in securing contributions to aid them or subscriptions to stock. Confidence that projects are for the public good, and that they are being honestly and candidly dealt with, will draw many from their shells who are now considered past all hope of redemption. Above all things, let not the narrow, selfish and short-

sighted policy of confining attention solely to Portland be pursued. Wherever there is an opening for an industry anywhere in the Northwest, let us help to fill it, and wherever there is a struggling one, let it receive our aid and encouragement. To make Portland great there must be a great country around and depending upon it. Every effort made to benefit the country will bear good fruit for the city both in added trade and increased good will. It has been asserted publicly and in communications to the press that manufactures are unprofitable here, and the great Portland Roller Mills are cited as an example. Those mills, and several up the valley, make a flour equalled by few mills in the world and superior to many more celebrated brands; and yet who knows it? What steps have been taken to improve this fact upon the great public. Flour is thrown promiscuously upon the home market or shipped on a venture—often a losing one—to Liverpool, but no intelligent effort is made to convince the people of its superiority or to introduce it into new markets. Annually a few sacks are displayed at our fairs, beautiful sacks, some of them, of silk and satin, which look quite attractive, piled up in pyramids, with their red and blue bands appealing to the eye; but as for the public, the sacks might as well be filled with sand or shavings, so far as impressing them with the quality of their contents is concerned. The same might be said of our displays of canned fruit, salmon, etc. Gaudy labels often cover the cheapest goods. No matter if a firm makes something which everybody wants; how do they expect to sell it unless they inform people of the fact and convince them that it is in reality just the thing they desire. If they do not, some one else will sell an inferior article in its place, and the firm will then wisely inform us that manufactures do not pay. Suppose you actually have the best article in the world; it is not sufficient simply to be satisfied of that fact yourself or whisper it to your friends, or even to make public announcement of it. The great world is busy and hears such things daily. It is careless and indifferent. It does not send around smelling committees to investigate these things. The manufacturer himself must be aggressive and vigilant; must incessantly pour the fact into the people's ears and thrust the wares before their eyes; must push them vigorously into every State, county and town where there exists a possible market. By such means as this millions of bottles of tinted water have been sold as a sovereign remedy—a panacea for all fleshly ills. It is the great secret of successful manufacturing. It is equally the secret of successful business of any kind where aggressive competition exists, such as the new conditions have thrust upon our wholesale merchants.

THE third remedy is the personal and business patronage of home industries and enterprises. This spirit of petty greed and indifference to the success of others is suicidal in its effect. The spectacle we daily behold of wealthy men receiving high rents for stores and shops and then sending abroad to purchase the same articles manufactured on the very premises that are bringing them this revenue, should cause a blush to gather on the cheek of every man not devoid of the least spark of patriotism. Even granting, for the sake of argument, that goods purchased at a distance are better made, how will it ever be possible to make first class goods here if such a practice is to be maintained? People who thus send abroad for things take the chances of all the impositions that may be practiced upon them, while at home they are in a position to receive and insist upon proper work. It is not true that such manufactures as we have are not first class. Our wagons and buggies are not inferior to any imported; our machinery is the equal of that produced anywhere; our wooden and willow wares are first class; our furniture is acknowledged to be excellent; our stoves, pottery, canned goods, woolen goods and a score of other things are of standard quality; our shoemakers turn out good boots and shoes; our tailors make fine suits; and mechanics generally in all branches of trade are skillful and competent. Take, as an instance, job printing. The manager of a large wholesale house boasts that he buys all his stationery in New York. Twenty years ago there might have been an excuse for this, but not now. We now have large job printing establishments, employing as skillful men as do the work of this firm in New York. All its stationery can be duplicated here at the same price. There is no reason for sending it away, unless, possibly, the manager may consider it an evidence of "tone" to do so. This is not a solitary instance. There are numerous imitations, both large and small. Let our wholesalers jointly combine to push our home products upon the market in preference to imported goods; let our retailers do the same and recommend them to customers; let our people generally use them everywhere as a matter of principle, and it will not be long before our present industries and those we may establish in the future will rest upon the solid foundation of a home market. This, to be sure, contrary to human nature in one sense, The indefinable charm of distance clings to manufactured articles as strongly as to other things. The magic word "imported" has great and mysterious influence with the people. Good oatmeal is made in Oregon, and yet our stores are filled with attractive boxes of it put up in Rockford, Ill., which are in great demand. The chances are that in Rockford itself the people are buying oatmeal made in New York or Massachusetts, simply because it is imported from a distance. It is natural, but unwise. Let us break away from the habit and insist upon buying home products. If we do this; if our wholesalers combine to handle and push home products; if they discard that petty spirit of greed which prompts them to infringe upon the legitimate trade of the retailer, by selling one-twelfth dozen of lamp chimneys or a dollar's worth of sugar to any one who calls for it; if they enter the field aggressively against other cities; if our manufactures are fostered and encouraged until they are strong enough to force their products upon outside markets; then we may expect the prosperity we hope for, and not till then. This has been a long sermon, but it is impossible to be brief and do the topic justice. THE WEST SHORE hopes and expects it will be the last on this subject, for it much prefers to chronicle the city's increasing prosperity, which, it trusts, will be its pleasant task in the future.