

AMERICA'S NEW MART IN THE ORIENT

PORTLAND ADMIRABLY SITUATED TO COMMAND THE TRADE OF ASIA AND THE PACIFIC ISLANDS.

PORTLAND is the nearest American Pacific Coast port to China, and Japan. Ships sailing from the Columbia River to the Orient take the northern route, even to going as far north as the Aleutian Islands. In this they first have the benefit of the Japanese current; and second, they avoid the curvature of the earth. A glance at the globe impresses one instantly with the correctness of this course. In sailing from San Francisco to the Orient, via Honolulu, the voyage is longer by many hundred miles and by several days. This route takes you over the hill, while ours takes you around it. Our steamers are sailing in a cool climate, while theirs are in the tropics, which, in itself, is no small factor in shipping perishable and semi-perishable products.

The points of advantage the Columbia River has over all others have been dilated on so many times that we are all more or less familiar with them. Yet we cannot help but feel that while they have been, to a certain extent, ignored, yet they are now coming into a partial recognition. Irving M. Scott says in the New York Commercial that if the Nicaragua Canal is not built the great bulk of goods to and from the Orient will be via the Columbia River route in preference to San Francisco, because it is the shortest and trains have no hills to climb. That the Columbia River affords a great harbor for all classes of vessels is demonstrated by the fact that they are coming here continually. A few years ago we would see a ship drawing 19 feet as a great event. Today a 25-footer is not uncommon. Our channel is merely growing deeper and deeper year by year, taking care of the new craft as they increase in size. The attention of the world is being drawn to our great waterway. It is becoming recognized as a most marvelous work of Nature for the benefit of the wise agriculturist who locates in its watershed. It is the only natural gateway from the interior to the Pacific Slope, through that range of mountains extending from north to south on this North American continent. And with the energy that is now being displayed, it is only a question of a short time before this point will be proven to be the one of exceptional merit, and one to which the preference will invariably be given.

Oregon's Future Across the Pacific.

What are Oregon's prospects in the Orient? Everything! Our entire future lies across the water. That is where we must look for a market for our surplus in every line. As the valleys east of the Cascades become populated and the vast stretches of arid plains are reclaimed from the desert, so gradually we shall see horticulture and agriculture making prosperous towns and thriving villages, the country dotted here and there with manufacturing industries, and the people of a most happy and industrious empire, producing more than they consume and disposing of the remainder to a people across the water who are in want of the very things of which we have a superabundance. We who are on the Coast must naturally develop this market, and as the demand for our goods increases we must go back farther and farther into the interior for our supply. The control of the tropics must rest with the people of the temperate zone. It is our heritage and we must accept it, and we the people of Portland must assume our portion of the responsibility. With the introduction of our goods into the Orient will come the return cargoes of Oriental wares, and with them the development of this port as a distributing point.

Up to the present, hemlock timber has been considered practically worthless simply for the want of a demand. The ravages of the white ant in the Orient in the destruction of wood have brought out the manufacture of preservatives which undoubtedly do more or less good, yet they increase the cost of the timber very materially. It has been demonstrated by experiments that while the white ant devours spruce and fir, it leaves hemlock untouched. This fact will open up an immense market for our hemlock, and make those forests hitherto considered worthless to be of great value. The Oregon Timberman has compiled the following shipments of timber to the Orient for the first six months of 1901:

	Feet.
Columbia River	11,325,585
Fugate Sound	10,234,900
British Columbia	1,958,411
Total	23,518,896
The above points for all of 1900, 20,780,000	

There are two significant facts to be gleaned from these figures: First, that the Columbia River supplies more than the other two ports combined; and second, that the trade is growing, with almost unprecedented leaps and bounds. And yet it is but in its infancy. The pushing and building of railroads from the coast back into the interior of China is in itself not unlike the opening and spreading out of an enormous hand developing that entire country. It will develop our lumber trade to such an extent that we now cannot comprehend or grasp it.

While China and Japan manufacture a superior grade of paper, it is used here only on very expensive works, yet they offer to us our greatest field for news print paper. Immense quantities are continually going there and the trade is growing.

We are literally grinding up our forests for the dissemination of the electric light, false gods and the news of the world among the heathen. There are no horses in China and Japan and comparatively few in the Philippines. As a result, the demand for harness, etc., is light; in fact, comparatively nothing. Among the minor articles exported to that world is found starch to the extent of 20,000 pounds. While this is light it is an item and if the Astoria factory matures, this line of trade will present possibilities.

The demand for fresh fruits is a growing one. Shipments of apples are increasing both in number and size. The results are better as the packers gain in knowledge and experience. It is doubtful if any of our other fruits will ever be introduced until the steamers put in cold-storage facilities. Under such circumstances frozen poultry, beef, eggs, etc., as well as all kinds of fresh fruit could be carried in great quantity. Too much stress cannot be laid on this point.

It is a line of commercial industry that will require some courting, but will eventually result in enormous traffic.

Woolens, etc., are in some demand in Northern China, Northern Japan and Siberia. Our trade in this line should grow and thrive most wonderfully.

What Portland Can Do.

While Portland's exports to the Orient are enormous and growing rapidly, as would naturally follow in the development of an entirely new trade, the importance of this is merely local and nominal when taken in comparison with the far-reaching magnitude of her influence as an importing and distributing point. This may be in the distant future, but it is as certain as the dawning of a new day. Our Pa-

and Japanese ports, and then on to Portland, they would have the very shortest and easiest known route to the United States. It is starting in the extreme to look at the statistics compiled by the Government and learn of the things of which we know little or nothing, where they come from, their uses and the great place they occupy in the world's commerce. We then realize how little we know of our neighbors. The commerce of the Indies has been great. It is great now. It is not a trade to be developed. It is, however, a trade to be diverted. This traffic now comes to the United States via the Atlantic seaboard. The natural point of distribution is the Pacific Coast, and this is where Portland must

There is a little item, insignificant in itself, perhaps, yet bristling in possibilities. From China we import 500,000 pounds of brushes. Think of how many sets of teeth these will clean and of how many heads of hair they will smooth. Then think why should not these brushes be made into brushes here at their nearest point in the United States and distributed East, instead of being manufactured East at the farthest possible distance from the originating point, and then distributed out here. Japan has begun the manufacture of brushes, and ships to us about 130,000 pounds of various kinds annually.

In drugs there are opportunities equal to those in any other line. Auction sales of ginseng are held monthly at Batavia, Java.

Plumbago or graphite is an item that to the casual reader would not be considered as of any consequence in the movement of freight, yet Ceylon annually ships to the United States about 12,000 tons, or 24,000,000 pounds. We grind it up into stove polish, axle grease and lubricants.

Opportunities for Tanneries.

The greatest and most extensive tanneries in the United States are furnished a great portion of their raw material by the Indies, who ship here annually 75,000,000 pounds of hides, goat skins, etc. At the same time is imported from the Indies 20,000,000 pounds of gambler, that is used for dyeing and coloring these very same skins. How much of this raw ma-

terial finds its way into Portland is hard to tell, but the chances are that the percentage is not great.

The East Indies furnish us with almost all of our shellac. In this one item we find it figures up to 9,000,000 pounds annually. The varnish factories of the Atlantic States draw annually from the East Indies gums, such as copal, dammar, gamboge, and cowrie, used in the manufacture of their products to the extent of 7,000,000 pounds. Would it be possible to have a varnish factory here? Perhaps not, but to one not posted on the influences and conditions governing such an enterprise it would seem as if such a thing might be possible.

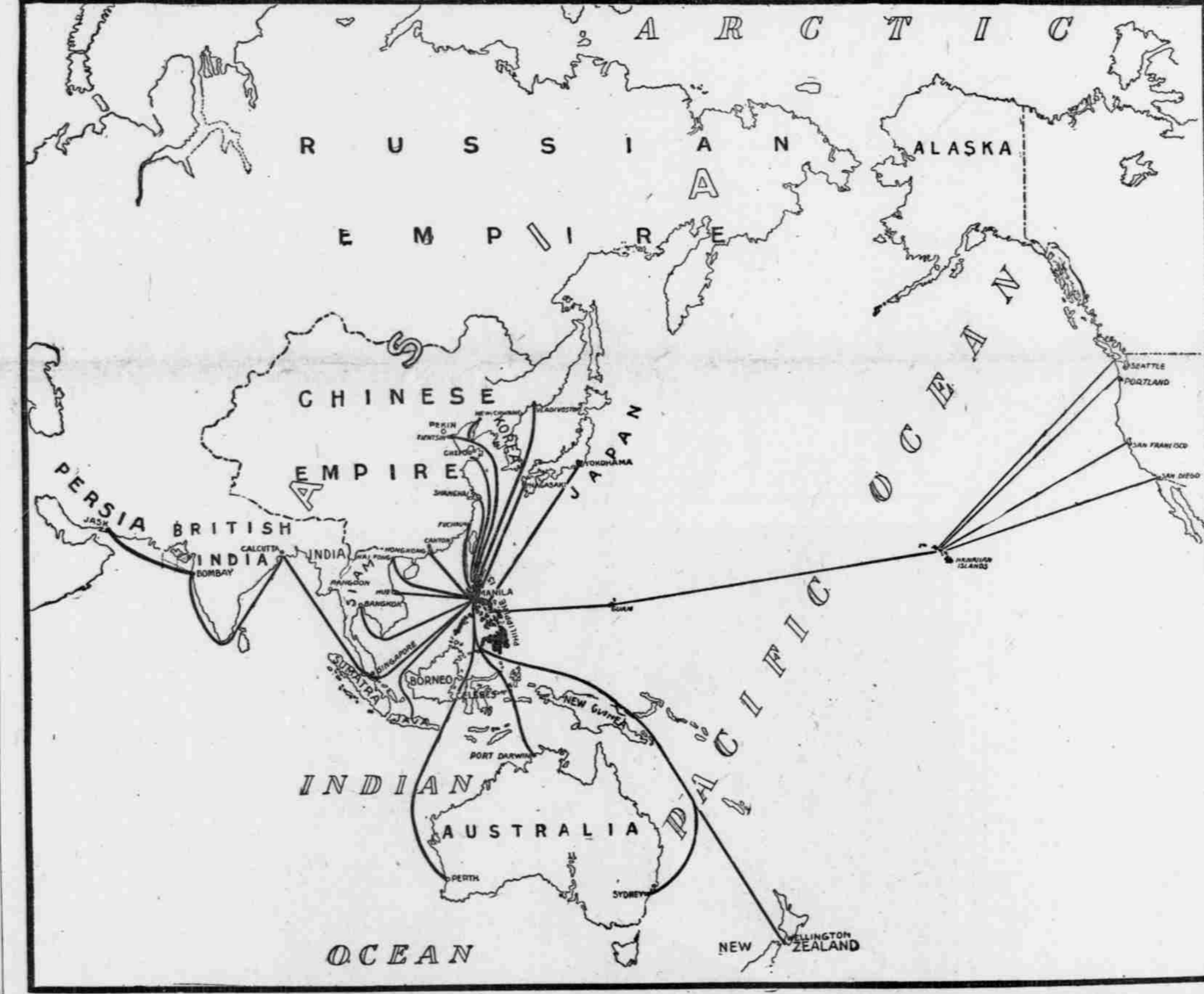
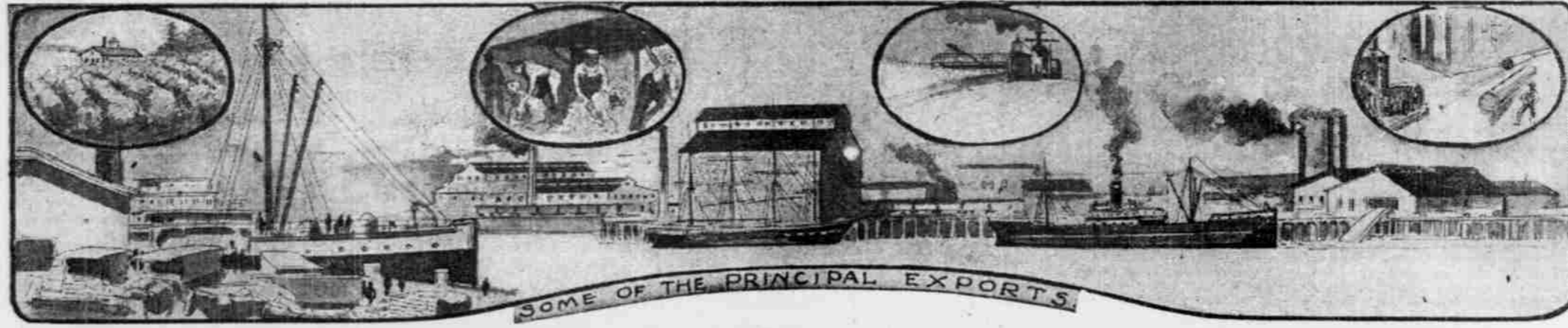
In textiles the figures assume the usual enormous proportions: Jute and jute butts, 55,000 tons; carpets

of various qualities, 20,000,000 pounds; bags and bagging of gunny cloth to the value of \$500,000; cloth made of jute yarn, to the value of \$3,500,000; silks from China to the value of \$3,000,000.

Raw silk unreeled from the cocoons comes from China almost entirely, supplying our silk factories to the extent of \$3,000,000 pounds a year. Is it carrying the idea too far to think of silk manufacturing here, as well as in the East?

In the Straits Settlements are located the world's greatest tin mines. Over half of the United States' supply comes from there, this item alone amounting to 20,000 tons.

The day is not so far distant when the Portland soap factories will be import-



fic steamers are sailing from our shores to the Orient laden with our local products and leaving behind nearly as much again for want of space. To insure a shipment going forward at any certain time, space has to be engaged some time months ahead. Yet no more steamers are put on for want of return cargoes.

Steamers from New York and Liverpool sail as far as Hong Kong, touching at Calcutta, Colombo, Bombay and Singapore, while our steamers sail only to Hong Kong, leaving the bulk of the tonnage to the Orient and the tropics to go West via the Suez Canal to New York. The tonnage of the Indies is far greater than that of China, Japan and the Philippines combined. If our steamers should start from Bombay touching at Colombo, Calcutta, Singapore, Manila, Hong Kong

make herself a power in the world—as an importing, manufacturing and distributing point.

If you think there is no room for us in this field let us look at a few facts and figures. They are dry, to be sure, but if you have read this far you surely will go a little farther. Here are some of the possibilities in the wholesale grocery and spice line. Look at the extent of the imports of the United States of the past year:

	—East Indies—	China and Japan.	Total.
Coffee	17,212,000	1,000,000	18,212,000
Spices	1,000,000	1,000,000	2,000,000
Sugar	1,122,202,000	8,000,000	1,130,202,000
Tea	41,200,000	50,000,000	91,200,000
Sassafras, capilla, etc.	264,000	20,000	284,000

*From Java principally. **From Ceylon principally.

ing direct their own supply of coconut oil and copra, and then our soaps will be looking for and finding an Eastern market. These oils or fine greases are the easiest knowing for manipulating and manufacturing into soap. In fact, our local manufacturers expressed surprise at being able to ship soaps of any kind into a country where the manufacture of the article was simple.

Americans Will Create Markets.

With the building of railroads will naturally follow the influx of many Americans. With the advent of the American into that country will be his natural desire and demand for the things of America, which in itself will open up a market, as it did in the Philippines for goods not known and not wanted until the demand is created in this manner. Up to that

time our trade will consist principally of the great staples.

The Chinaman is slow in adopting new ideas, but he has taken kindly to flour, so kindly, in fact, that our exports for the fiscal year ending June 30, 1901, were 2,500,000 barrels, or 105,000 tons. As one thing creates a demand for another, so flour created a demand for lard, and so will it create a demand for butter. The consumption of butter in the Orient is comparatively light, but it is growing. The source of supply at present is Australia during our Winter and Denmark during our Summer. The dairy division of the Department of Agriculture sent Professor Emery to the principal ports in Japan, China and the Philippines for the sole purpose of introducing American dairy products. While his efforts met with some result, yet the experiment was not so productive as it would have been had the professor remained there six months or a year, so as to watch developments, and to report successes and failures, together with remedies for the latter; in fact, introduced our butter there in every sense of the word. His return was without doubt premature. The demand for this article, when it is once introduced there, will be almost unlimited.

In our dairying industry we are now at the critical point at which progress more than can be marketed or not producing a sufficient quantity for the demand. The latter contingency is much easier to meet than the former. A too rapid growth in this industry right now would be very disastrous.

The demand for breadstuffs is a small but growing one. India has already had some of our oatmeal. We should naturally expect a demand for that there six months or a year, so as to watch developments, and to report successes and failures, together with remedies for the latter; in fact, introduced our butter there in every sense of the word. His return was without doubt premature. The demand for this article, when it is once introduced there, will be almost unlimited.

Portland the Natural Trade Point.

Every year San Francisco attempts to import dates direct from Persia, and each year they reach the market a month after dates have been landed there via New York, all on account of uncertain and deficient transportation facilities. Our imports are only 700,000 pounds, but it is an item worth considering. And imports of this sort should be coming this way for distribution.

Manila is an item of about 40,000 tons, of which Portland receives only a small percentage. There are only four other ports in the United States that export Manila, namely, New York, Philadelphia, Boston and San Francisco.

Mattin, curios, fans, etc., come in for a large valuation from Japan and China, but these are items that are decreasing instead of enjoying an increased trade, amounting annually to 5,000,000 pounds of cement annually. Japan furnishes us with 250,000 pounds of paper that is considered the finest known, and is used only in our most expensive and choicest books.

The natural point, and one being accepted by large corporations for the location of factories is at or near the seat of supply of the raw material. The cotton mills and iron works in the South are object lessons. The fact that our own local woolen mills are not dependent upon the local consumption for the disposition of their output, and even new ones are being established—the one at Seilwood doubling its capacity before being half completed are straws indicating the direction of the wind. If this is true in domestic lines, then it should be equally true of the imported lines. We have stated and you can see that Portland is the nearest and most direct point to the United States from Eastern Asia; the goods are not only coming to this country, but have been for years, now; they are being consumed, and the demand is constantly for more. What part is Portland taking in this? There, as we have said, is where her future greatness lies. This cannot be repeated too often. She must import, manufacture and distribute, or when the tide of commerce sets this way, as it surely will, the goods will pass through here to a St. Paul, St. Louis or Chicago, at which point the manufacturing distribution will be done, and Portland will be merely a sidler for the transfer of goods from steamer to the cars.

Opening the Eastern Trade Route.

It was in 1492 that Columbus sailed west to the Indies. It was Hendrick Hudson, in sailing up the river which afterwards took his name, who thought he had found a Northern passage. The exploring expeditions for this northwest passage have cost hundreds of lives and thousands of dollars, and what has it all been about—merely to find a water route to the Indies—the richest of all Oriental countries, producing the things we require and in return demanding our products.

After all of this expenditure of time and money and the sacrifice of so many lives, the project is abandoned and almost forgotten until some bright sunny day we wake up to find that we have here at our doors a Northwest passage that puts to shame the one dreamed of and hoped for by our brave, hardy old navigators. It comes to us in a different way, through different methods and agencies, and yet perhaps, when we consider it, it is the only way. With the completion of the line of road from Huntington down the Snake River to Riparia, trains of 50 cars each headed for Portland with barely steam enough in the engine to turn the drivers, will run from the summit of the Rockies to tidewater.

How wonderful are these changes; how gradually they have been brought about; and how slowly have we come to realize that the great Northwest passage has been opened and Portland is the gateway. The inexhaustible commerce of the Orient—India, China, Japan and the Philippines—is before us; we have everything in our favor. The question is before the people of Portland for action. Will the people step forward and take advantage of the wonderful opportunities now presented? Portland.

W. H. CHAPLIN.