

# THE WHOLESALE TRADE OF

## PORTLAND amounts to One Hundred and Twenty-One Million Dollars a year.

PORTLAND'S jobbing trade amounted in 1901 to \$121,000,000, as against \$100,000,000 in 1900, a gain of \$21,000,000. This figure allows for an increase of only 19 per cent during the year, and it is very conservative. As a matter of fact trade in few lines increased so little as 10 per cent, while in the majority of lines the increase as the subjoined letters from leading firms will show, was away above 20 per cent. It cannot be said, therefore, that Portland is out of bounds in estimating its jobbing trade at the extraordinary figure of \$121,000,000.

The year was the best in business Portland has ever had, yet in the judgment of business men, 1902 will beat all records. The features of last year were the strong financial condition of the buying classes, the steady enlargement of the volume of mercantile capital, the increase in the number of people who come to Portland to buy, the inquiry and orders from Asia for the products of the Pacific Northwest, and the revival of interest in the iron trade. Foundries and machine shops at one time gave employment to a large number of men in Portland, but the business dropped away down in the great depression of the '90s. It is again on the upgrade and many new firms are engaging in it. While the Puget Sound towns and Spokane keep reaching out for trade, San Francisco and Portland continue to be the chief commercial cities of the Northwest field.

Portland's bank deposits, Portland's bank clearances, the increased volume of Portland's export trade and the regular dealings of Portland's jobbers with the west trade of the interior districts, all tend to show that Portland has made great advancement during the past year in the way of added prestige and standing as a commercial and financial center of prominence.

In the struggle for supremacy in the field of the Pacific Northwest, Portland during 1901 more than held her own. The disinterested observer who has studied the local conditions the most carefully is more strongly entrenched in his view that the relative importance of Portland, compared with that of other leading cities of the Pacific Northwest, is unalterably fixed for all time. Portland today is the metropolis of the field embraced within the limits of Oregon, Washington, Idaho, Western Montana and British Columbia, and the ramifications of its business reach out as far as the populous districts of the great Middle West, and the countries teeming with their millions of population across the Pacific Ocean.

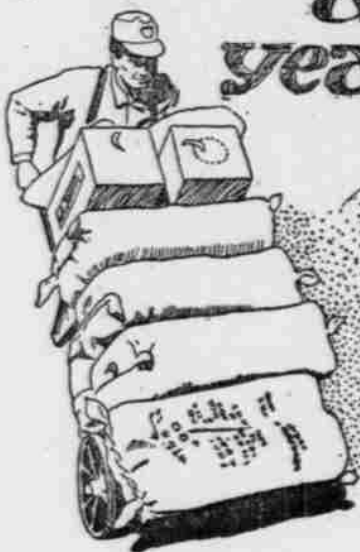
### ORDERS FROM THE ORIENT.

**General Awakening in the Metal Trades of the Metropolis.**  
The local aspect of the metal trades industry was too much disturbed by a number of exceptional conditions last year to warrant a close comparison with 1900. The long-drawn-out machinists' strike, both north and south of us, forced a considerable volume of work into the local shops, and was an appreciable factor in the maintenance of a satisfactory amount of business.

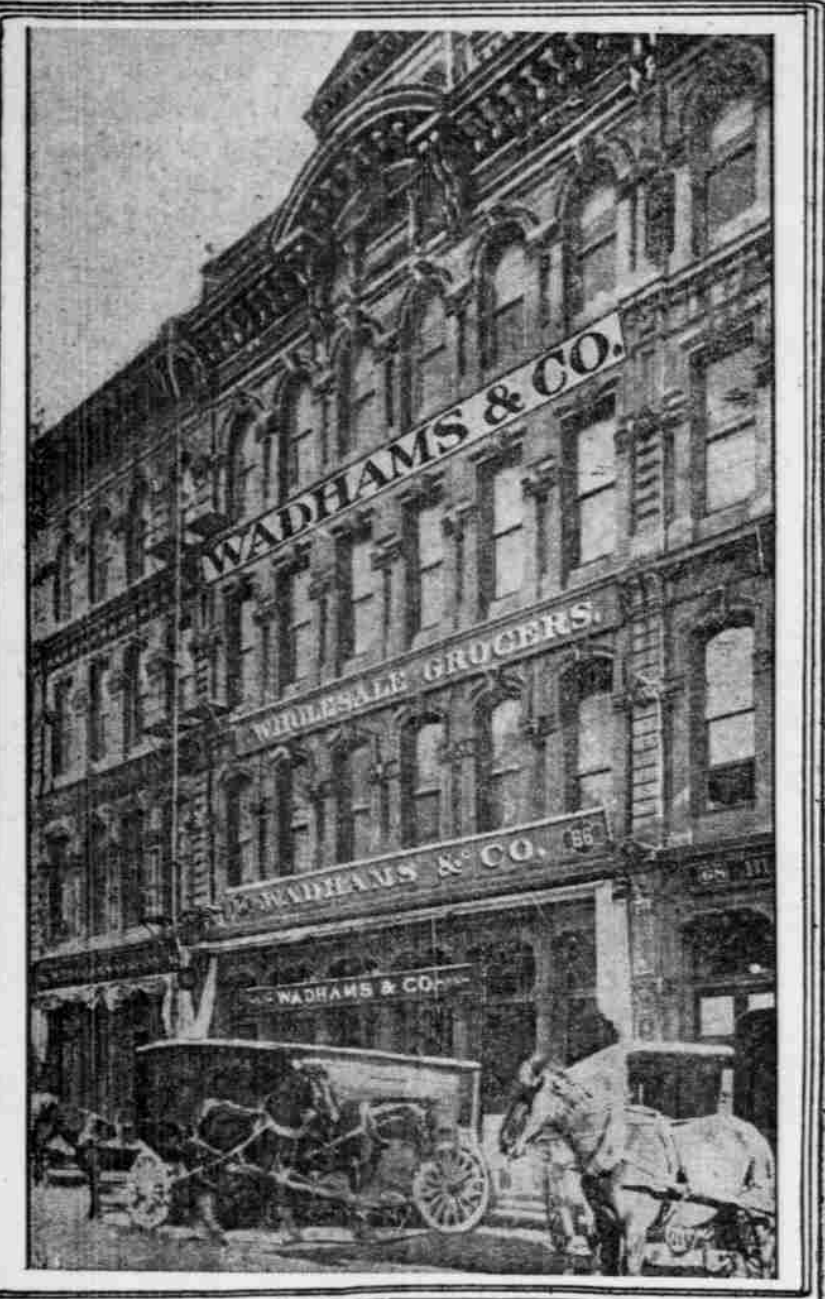
There is, moreover, a general awakening among the shopowners to the importance of the increased efficiency insured by modern tools, and an encouraging amount of progress in the direction of developing special lines of manufacture suited to the local requirements.

The promised benefits to be derived from Oriental trade are beginning to bear fruit in the shape of orders and inquiries, which only require proper attention to insure valuable returns. Collections are, in general, satisfactory, and there is evidence of prosperous conditions all along the line.

Our particular business has been too recently rejuvenated to offer a fair basis of comparison, but in answer to your specific question, would say that the in-



CRANE CO. WHOLESALE PIPES, PUMPS AND PLUMBERS MATERIAL



WADHAMS & CO. WHOLESALE GROCERS

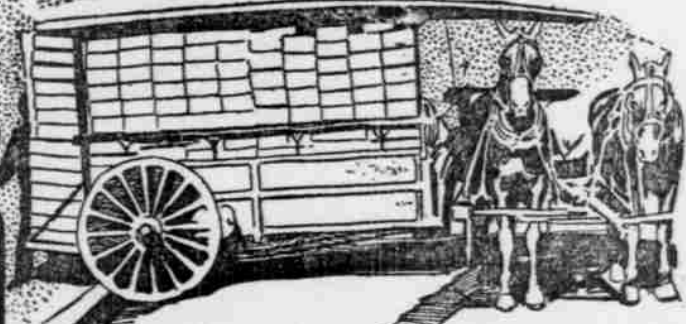
crease during the year has probably been over 30 per cent, and conditions seem favorable for continued gains. A number of new iron working enterprises recently launched may prove sufficient to seriously unbalance the stability of healthy competition; it is probable, however, that the rapid growth of the country warrants considerable encouragement for such enterprises, and the general situation may be said to be very favorable.

**WILLAMETTE IRON & STEEL WORKS**  
By W. H. Corbett, Vice-President.

**EXCEPTIONALLY GOOD RECORD.**  
Portland increased its sales in Territory Close to Home.  
Business with us has been exceptionally good during the past year, showing an increase of fully 20 per cent in sales



PRAEL, HEGELE & CO. WHOLESALE AND RETAIL CROCKERY



W.C. NOON BAG CO. WHOLESALE BAGS, TENTS AND AWNINGS

tively speaking. Were the duty to be removed on tea, this line would also revive, and as it would largely increase business between our country and the Orient, and as the duty is unnecessary for the purposes of revenue, this is a matter that should be taken up by the public and agitated until the duty has been removed.

### WILL OUTGROW ALL RIVALS.

**Portland's Advantage is Closeness to the Food-Producing Fields.**

Portland is a jobbing center today for largely the same reasons that existed when the late C. H. Lewis selected for this business this city, as a location that presented greater natural advantages than any other deep-water point in the Northwest, though in those days ships were smaller and there was no Port of Portland Commission.

Since then the commerce of Portland has reached enormous proportions, and Portland will surely continue to occupy a commanding position as a jobbing center, for it has the geographical advantages of being the closest city of any importance inland to the great producing sections, a business population of conservative but pushing business men, and it is the terminus of great continental rail lines that approach it on lines of gravity, thus insuring most economical operation with attendant low freight rates on the products of the country. Just as sure as Philadelphia, Liverpool, Hamburg and New Orleans continue to grow and develop as business and jobbing centers, as against rival cities, closer to tide water, so surely will Portland maintain its position as against so-called rivals, where talk is cheap and paper plentiful.

ALLEN & LEWIS.  
By F. A. Spencer.

### SOAP TRADE PROSPEROUS.

**Portland Enjoys a Large Trade With the Northwestern States.**

Judged by the volume of business, this industry has been prosperous during the year just closed. Twenty-five per cent increase over 1900 is no doubt a conservative estimate of the output of the soap manufacturers of the Northwest.

The number of factories is substantially the same, only one new concern having entered the field during the year. The total number of soap factories in the Northwest is 11, three each in Portland and Seattle, two in Tacoma, one each in Salem, Eugene and Spokane.

About half of the increased output may be credited to increased consumption and



J.E. HASELTINE & COMPANY HEAVY HARDWARE AND HARDWOOD



CLOSSET & DEVERS WHOLESALE COFFEE AND SPICES



C.R. WINSLOW & CO. WHOLESALE RUBBER BOOTS AND SHOES



FLECKENSTEIN MAYER CO. WHOLESALE LIQUORS AND CIGARS

over the same time compared with last year. This improvement has been created right within our old territory, in fact nearer to home than ever before, as, owing to the conditions arising, such as the establishment of jobbing houses at various points in the interior, which supply the trade formerly covered by Portland houses; also the poor protection offered by the railroad companies in fixing freight rates in a satisfactory manner so as to enable us to go into all territory, had the effect of driving us back into a very small radius of country, and where in the future we must rely upon securing the bulk of our business.

Merchants in general appear to be in easy circumstances; most of them are discounting their bills, which, as a rule, is a good indication of prosperity.

The outlook for next year is encouraging. If nothing unforeseen happens, business should be fully as good as the past two years were.

MASON, EHRMAN & CO.

**TEAS, COFFEES AND SPICES.**

**Trade Good, but the Duty on Tea is a Drawback.**

Portland carries the largest stock by far of teas in the Northwest, but owing to the duty on teas this business has not been growing as it should. Very close prices are made on teas by Portland dealers, and the importations and sales are increasing year by year, and probably show an increase for the year 1901 of 10 per cent. This, in view of the fact that the sale of teas is rather on the decline than on the increase in the United States, is a very favorable showing.

Coffees were very cheap last year, particularly the low grades and medium qualities. This has led to an increase of