

half to the crowding out of the product of Eastern soapmakers.

In point of profit, the year has not been as favorable to the soapmaker, East or West, as 1899 or 1900, and the disadvantage in this respect has been more marked with the Pacific Coast manufacturer.

For some reason the Pacific Coast has almost entirely ceased to be an exporter of tallow, and for the past year the advantage which the Pacific Coast soapmaker counted on in this commodity, to counterbalance the increased cost of his chemicals and other material over his Eastern competitor, has been wholly lost to him.

No attempt to increase the price of the selling fat was made until October 1, when without concert of action the soapmakers of the whole country advanced prices from 5 to 10 per cent. This advance has proved wholly inadequate to offset the steady advance in all soap material, which has mounted to from 10 to 15 per cent on chemicals, to 20 to 25 per cent on vegetable oils and animal fats.

Probably something over one-half of the home manufactured soap sold in Oregon, Washington and Idaho is the product of the Portland factories; and there is little doubt that the domestic product is steadily growing in favor with the consumer.

To fully possess this market neither more capital nor more factory capacity is required. Concert of action on the part of those already in the business seems to be the essential thing lacking to enable the home manufacturer to fully possess the soap market of the Northwest.

No new territory has been opened during the year, and the small Oriental trade begun in previous years has not been maintained.

Trade with the Philippines in laundry soap, if free, can hardly be expected, as the islands will soon, as they were before the breaking up of trade by war, be one of the chief sources of the world's supply of vegetable oils; and with abundance of cheap material at home and American enterprise and capital to utilize it, soap, except fine toilet, sent to Manila will be like "coals to Newcastle."

Oregon, Washington and Idaho, with possibly a few points in Montana, seem from the present outlook to be the extreme horizon of the Portland soapmaker; and in this field there is still room for much effort to gain the control of the situation which is legitimately his.

LUCKEL, KING & CAKE SOAP CO.

PRODUCE PRICES HIGH.

Farmers Favored by a High and Stable Market.

During the past year our trade in general has experienced a very material increase in all lines. Particularly we have noticed this in the produce line in which we are engaged in the commission business. Produce receipts have been in excess of previous years at least 30 per cent. Prices have been correspondingly high, thereby giving the producer larger returns for larger crops. New fields have opened up for the consumption of our oats and hay in the Orient, which fact has caused the market price on such staples to remain steady at an advance figure to the farmer. The United States Government has been instrumental in practically draining the immediate vicinity and contiguous territory to Portland

of hay and oats at a figure materially in advance of prices of previous year. This fact has naturally caused the local market to be in excellent and stable condition.

Farmers are likewise realizing that quality of product is largely considered in Oriental business, and we believe that the product of the season just past has been far superior to any other, and will be accordingly even better for the coming season, with outlook for excellent prices.

In poultry and eggs our trade has made rapid and consistent strides for the better. We have no hesitancy in stating same has nearly doubled during past year. Increase in local and Puget Sound populations, together with large influx of visitors, caused by the attractions on the coast, and particularly the Northwest, have had a tendency to stiffen prices, and producers are consequently the recipients of better returns. The minimum price of eggs during the past year was 25 per cent higher than of the previous one, and the demand has always been good. We have tried the experiment of selling live poultry, by weight, and thus far the same meets with the hearty approval of both consignee and buyer.

The former receiving good value for good large stock, and proportionately poor value or nothing for inferior and worthless goods, while the latter obtains exactly what he pays for. This feature has a tendency to cause the farmer to raise better fowls, and to market only those in good condition.

Our butter line has noticed a wonderful increase since last year. Large creameries with numerous receiving stations for cream have affected to a great degree the condition of supply, causing the poorer grade of dairy and store butter to be almost eliminated from the market, and a finer quality of fancy creamery to replace it. The market for this fancy article has been extraordinarily good for the same reason as for poultry, and in consequence thereof less Eastern and California butter has found its way into our market. The minimum price of butter has been fully 20 per cent higher this year than last.

EVEREDING & FARRELL.

HIG TRADE LAST YEAR.

If Jobbers Will Watch the Field, Their Business Will Increase.

The business of the year just closed has been highly satisfactory in volume. It has been, everything considered, all that the jobbing trade had a right to expect, and it shows conclusively that the population is increasing. We have every reason to believe that

1902 will show the same proportionate healthy increase. If the jobbers will look closely to the adjacent distributing field, in which they have in the past been somewhat handicapped, they may still further increase their trade.

WADHAMS & CO., By Henry Hahn.

NEVER SUCH A YEAR.

Portland, in 1901, Broke All Records for Business.

At no time in the history of Portland was the percentage of gain in the volume of business so great as in 1901.

A gradual, healthy growth has been noticeable for the past two years, culminating in the present optimistic trade condition. New fields in Hawaii, Japan, China and the Philippines have opened up with promise of active increase. The demand for American pharmaceuticals and proprietaries in these countries is growing more popular with the masses and keeping pace with things American. The outlook for trade in this direction is certainly very inviting and offers to Portland and the manufacturers of the state generally a field for business that will respond to a little effort. Locally, prices range higher than at any time during the depression of 1892, and trade generally is in a healthier condition than at any time for years past. The scarcity of labor and the high prices paid for both skilled and unskilled labor is an indication always of prosperity. WOODARD, CLARKE & CO.

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WOODARD, CLARKE & CO.

PORTLAND THE BEST PLACE.

Exceptional Facilities for Handling the Trade of the Country.

I believe that the future of Portland is an especially bright one. I was actuated by this feeling when I decided to move my factory from Chehalis, Wash., to

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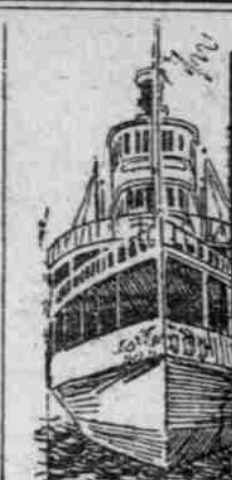
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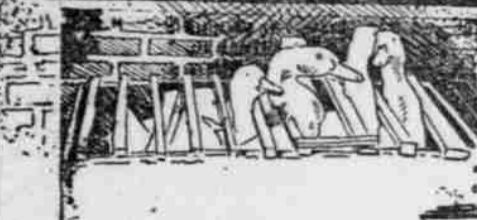
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BELL & CO. WHOLESALE PRODUCE



DOERNBECHER MFG. CO.

By Frank S. Doernbecher, President.

INTEREST IN MANUFACTURES.

One Firm Counting on Increasing Its Plant so as to Employ 500.

Business during the past year has been entirely satisfactory, and shows an increase in sales over previous years. Trade at present, considering the time of year, is remarkably good, and better than we

counter when we invest large sums of money in our effort to make individual enterprises remunerative, in a country that is not already the center of large population.

DOERNBECHER MFG. CO., By Frank S. Doernbecher, President.

BANNER YEAR COMING.

Condition of the Buying Classes Better Than for Ten Years.

Business last year was remarkable for its strong, healthy, vigorous character, and we expect the result to be greater

than in any previous year. The Port of Portland commission and the United States Engineer Corps have had a large amount of repair work on their equipment and several new craft have been built for them. One boat is now being constructed to be shipped "knocked down" to Manila and reconstructed there. This is a class of trade which should continually grow larger for some years to come.

The increase in the exports of lumber and cereals has brought an unusual amount of repair work on ocean-going vessels. Two of the shipyards are now completing new sets of ways and will be equipped to handle a larger amount of repair work next year than ever before. There is more new work in sight right now than there has been at any time since I located here, and I consider the outlook for business in 1902 as exceedingly favorable.

JOSEPH SUPPLE.



HONEYMAN HARDWARE COMPANY ONE OF THE LARGEST HOUSES DEALING IN HARDWARE ON THE COAST

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