

Portland, Eugene & Eastern Railway Co.

340 Miles of Electric Interurban Railway Under Construction

NEIGHBORS—The P. E. & E. enters the Oregon field as a friend and neighbor of every community and individual in the Willamette Valley. It is a believer in the modern idea of co-operation to the mutual advantage of the people and the railroad. The company will prosper as the farmer and the city man prosper, and it will lend every aid within its power toward the encouragement and development of industries that will tend to establish markets for Willamette Valley products or to create a demand for same.

SERVICE—Train service on the P. E. & E. will keep pace with the needs and development of the Valley. Passenger cars are to be of steel construction, of the vestibule type, and equipped with such appliances as will reduce the danger of accident to a minimum. Stations and stops will be so located as to accommodate the farmer as well as the city shipper. It will run its trains over the most direct route and on the shortest possible time schedule.

It Reaches
The Hunting
The Fishing
The Play
Grounds

PORTLAND—Through construction of the P. E. & E. lines, Portland becomes one of the first five cities in the United States in total miles of interurban lines. It gives to Portland three distinct routes by which different portions of the rich Willamette Valley and its chief cities may be reached, and by reason of its ownership and operation of the streetcar systems of Salem, Eugene and Albany, and the streetcar line to be constructed in 1913 at Corvallis, the P. E. & E. will carry passengers from "the front door of the home to the front door of destination." It makes every section of the Willamette Valley accessible to the business interests of the chief city of Oregon, and it brings the markets of the state within "30 minutes of the farm."

It Reaches
The Cities
The Villages
The Dairies
and Farms

NEW TERRITORY—The P. E. & E. is reaching into new territory by the construction of its lines through the Molalla Valley and from Corvallis to Eugene, via Fern Ridge, the latter being a continuation of the redshot fruit lands in the South Salem Hills. The short line from Albany to Wellsdale brings in the garden and fruit tracts of North Albany district, while the McNary-Independence cut-off is through the heart of the hop-growing district.

HOMES—The Willamette Valley with interurban electric train service furnishes ideal conditions for establishing homes. The climate is salubrious, it never freezes, the rainy season comes in Winter months, the soil is productive and there is a constantly increasing market for fruits of the soil. There is room for a million homes.

THE PEOPLE FOLLOW THE ELECTRIC RAILROADS

MORE NEW VESSELS CAST ANCHOR AT PORTLAND IN YEAR THAN EVER BEFORE

Shipping Advance Has Been Permanent. Lumber and Wheat Cargoes Reach Enormous Totals. New Lines Are in Prospect When Panama Canal Is Completed.

PORTLAND today closes the most flattering period in the development of water commerce. There have been other years when more wheat was exported; there have been seasons surpassing the last one in lumber floated to foreign lands, but there has never been a year when so many new steamers found their way here for cargoes to be carried to domestic, as well as foreign, destinations. Nor so many features accumulated to signify a banner season. And, best of all, the gains have been of a kind that will grow. Benefits provided and to be realized in a maritime way are permanent, being created and built principally on the returns the Panama Canal will bring.

Already beyond the Canadian border they are fearing that the demand for grain from Portland will take trade away from ports in the north, through the Ceilo Canal, when more attention is paid to the Upper Columbia River will open it so that the interior ranchers can raft cereals here to escape the rail charges and by that means protect their own interests; at the same time those shippers will be adding to the wealth of products finding an outlet through the Columbia River Basin.

No port in the United States has a higher place in the cold statistical columns of Government experts who deal with the movement of foodstuffs than Portland, for from her docks have been started heavily-laden vessels to the European Continent, with a small percentage of wheat finding its way directly across the Pacific and more by devious ways to South America. Yet, though New York and other wheat centers of the Eastern Coast are close to the markets of Europe, it has fallen to the lot of this city to exceed them in exportation of the golden cereals.

That, coupled with the knowledge that lumber in any width, thickness or length for commercial use is available here, is said by experts to be the reason why Portland will benefit more than any other city in the advancement that must follow when the waters of the Pacific and Atlantic meet by virtue of the "ditch" under way that will divide North and South America by more than an imaginary line.

It has been clearly shown during the year that Portland harbor can accommodate the largest ships plying the Pacific, save such marine monstrosities as are unable to earn a reasonable interest on their cost because the depth of water is the principal asset, and have been subject to no more delay than would have been the case elsewhere on the Coast.

With the building of public docks will go hand in hand the reconstruction and repair of present waterfront structures, not the least of which will be the erection of a grain elevator for loading vessels with wheat and barley in bulk, the first of the kind in the Northwest. There are more vessels today carrying wheat to California cities than ever before, but their cargoes are sacked. With the elevator scheme in operation the steady movement of sacked wheat will be augmented by that carried in bulk by steamers especially prepared for the trade, so on reaching San Francisco, San Pedro and San Diego the contents of the hold can be pumped into elevators and stored for milling purposes.

In the shipment of wheat to all ports this city easily leads the business of the year by over 1,000,000 bushels. The first half of the cereal year of 1911-12 closed with shipments aggregating 5,688,458 bushels, yet at the close of business November 1912 the total for the year was 5,802,314 bushels, and December's exports and domestic cargoes will give the period ample gains to make the 1,000,000-bushel advance certain.

In lumber exports the increase has

been steady and normal, but in the coastwise business the monthly tabulations have pointed to unexpected growth. Probably a dozen extra carriers have been diverted to the run from this city to California, some being new while others have been pressed into service that were plying elsewhere. Several are yet under construction that will be ready early in 1913 to enter the field.

As to new departures affecting foreign trade, Portland has not been overlooked by any of the important steamship lines intending to branch out when the canal is ready. The fact agents of the largest European fleets spent the most time studying conditions here and carrying on negotiations is taken as assurance that the port will be considered as an important base in Oriental business as well as for lines plying around the world.

Not the least of the mercantile marine prestige is credited to the fleet operating between Portland and Oregon coast harbors, connecting sources of supply that furnish commodities for distribution to many places in the country via Portland. There have been a few additions to the coasters and more will be required when harbor work under way is completed and greater need is felt for drawing mill and farm products to market.

NEW OUTLET IN PROSPECT FOR OREGON'S FRUIT CROP

Both Choice and Secondary Grades Will Have Broader Market When Water Shipment Is Possible.

By H. B. Miller.

OREGON, Washington, Idaho and Montana will have over 17,000,000 apple trees in bearing by the time the Panama Canal is finished in 1915. A very conservative estimate of the annual average production of these four states will be 34,000,000 bushels.

It is impossible at this time to fix the route this fruit will take flowing to the markets of the world. If it should all come to the Pacific Coast and pass through the canals to the Eastern and Southern states, to the east coast of South America and to Europe, the bulk would come through Portland and be loaded there into steamers, thus making Portland the largest apple-shipping port in the world. Should the apples from Montana and Idaho find their markets then, as now, by railroad to the East and the Atlantic seaboard, there would still be left 25,000,000 bushels from Oregon and Washington to go by the Panama route, and even this would be more than twice the total exports of all the ports of North America to foreign countries. Here is a vast volume of trade that the Portland commercial men have failed to think of seriously up to the present time, as it seems not to have been discussed in matters of dock facilities, cold storage or in shipping circles generally.

At present the cost of shipping a bushel of apples to the Eastern states and Atlantic seaboard is 50 cents from the Coast, and from here to England 75 cents and about the same to Germany. If the steamship companies should

carry the fruit from Portland to the Atlantic seaboard at \$6 a ton measurement, it would cost 25 cents a box or about one-half the present price from Portland to New York. These apples are not raised in Portland, however, and it will cost to get the fruit to the steamer from railroad shipping points from 5 to 20 cents a box, making the total cost to New York from Yakima, Wenatchee and Eastern Oregon 30 cents a box. It is hardly possible, therefore, that the apples from Eastern Oregon and Eastern Washington will be taken to the Eastern states by the Panama Canal. It is most likely that apple-growing districts having a freight rate to Portland of over 10 cents a box will continue to use the steamer for shipping to Eastern states.

The largest shipment of apples from North America to Europe was in 1908, when it amounted to about 10,000,000 bushels.

If a rate of \$6 a ton could be had by steamer from this Coast by the Panama Canal the cost would be 25 cents a box, plus 2 1/2 cents a box for canal toll, which would still leave the rate less than 20 cents a box. At this rate apple districts having a 20-cent rate to Portland, such as Eastern Washington and Eastern Oregon, would reach the markets of Europe at two-thirds of the present cost. Those districts having a 10-cent rate per box to Portland would be on an equal footing in transportation with the Eastern part of the United States and Canada.

It seems likely, therefore, that the big benefit of the Panama Canal to the Northwest apple-growers will be

confined to a limited district along the Columbia River in Oregon and Washington and to the territory west of the Cascade Mountains. Its greatest benefit will accrue to Hood River, the Willamette Valley, the Umpqua Valley and possibly Rogue River.

The same figures and results will apply to pears as to apples. The Panama Canal route should become a great stimulant to the pear-growing industry in the Umpqua and Willamette valleys and other districts near to Portland, where the finest pears in the world can be produced. This should be especially true at this time, because of the destruction of pear trees so extensively by the pear blight in other great pear-growing sections of the United States.

It is not only possible, but highly probable also, that fresh prunes will be shipped from the Northwest to Europe through the Panama Canal in refrigerator steamers. Fresh prunes from Oregon, Idaho and Washington East of the Cascade Mountains have already invaded the British markets, going across the continent and across the Atlantic. They will be handled much better in refrigerator steamers from Portland through the Panama Canal. Large quantities of delicate fresh fruits are shipped from South Africa to the markets of Europe in refrigerator steamers requiring from 15 to 20 days for the trip. It is not impossible, therefore, that fruits as delicate as the Oregon cherry may be carried to the European markets by this method.

The present rates by rail on canned and dried fruits is \$1.10 a hundred to New York. This rate will be reduced by the Canal both to New York and Europe at least two-thirds. This means a saving of nearly three-quarters of a cent a pound on dried prunes to New York and 1 cent a pound to Europe. And this should be a substantial encouragement to the prune-growers of the Northwest.

This great reduction of rates on dried

fruit should bring a great development of by-products from the apple orchards. If the apple-growers can secure from \$7 to \$10 a ton for fruit culled from fancy packing they will maintain their high standard of pack, and dried apples, dried peelings and cores, known as chaps, will be shipped to France and returned to this country in the form of champagne. The shipment of these dried cores and peelings from the Eastern states to France is quite a large business and should become an important one from the Northwest. Because of the reduced rates by the Panama Canal the canned apple in gallon cans will become another means of marketing large quantities of fruit, not fancy but excellent, and of certain profit to the growers.

The Panama Canal is likely to be a more important factor in encouraging the production of dried and canned fruit and berries than in providing a direct market for the fresh product. The Northwest should provide the canned pears and cherries for the world. The country lying between the Cascade Mountains and the Pacific Ocean in Oregon and Washington should furnish the canned and dried blackberries, loganberries, gooseberries, strawberries, etc., as well as the jams and jellies for a large part of the world's consumption, and the cheap and direct rates to Europe and the great markets of the Atlantic states by the Panama Canal will be a big influence to bring about this result. It will give this country its first great opportunity to produce and market the food and material for which it is especially fitted by its excellent soil and climatic conditions. The commercial men of Portland have a new, extensive and interesting field before them, and it is hoped that they will not be slow to take advantage of it.

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