

14 LINES CONSIDER PORTLAND FOR CALL

Deep Channel Opens Way and Three Promise Service Within One Year.

SHIPPING GOAL NEARER

Direct Routes to Orient, Islands, Alaska, South America and Europe Advocated in Negotiations With Big Concerns.

(Continued From First Page)

retary of the trade and commerce bureau of the Chamber.

These include every steamship line plying to the Pacific Northwest except the Osaka Shosen Kaisha, one of the Japanese lines.

To avoid confusion these lines have been considered in groups, according to whether their connections are with the Orient, with Europe through the Panama Canal, with South America, and so forth.

New Chinese Company Included.
The lines that have been asked to give direct connection with the Orient include the Nippon Yusen Kaisha, which now operates from Seattle under a traffic arrangement with the Great Northern Railway; Frank Waterhouse & Co., entirely outside of the connection of this company with the Royal Mail, which, with Waterhouse as agent, operated a line out of Portland with monthly sailing before the war, and the Java-China-Japan Steamship Company, which is also being negotiated with in connection with the Holland-American line for connections with Europe through the Panama Canal.

The advantages of Portland as a main port of call have also been very exhaustively presented to the backers of the new Chinese line soon to begin operation on the Pacific.

The lines approached to establish service between Portland and Europe through the Panama Canal include the Blue Funnel line, the largest freight line on the Pacific; the East Asiatic Steamship Company, the Olson Steamship interests of Christiania, Norway; the Harrison Direct Line, operating from Europe through the canal; the W. R. Grace Company, which controls the Johnson Steamship Line, operating from Sweden to the East Coast through the canal, and the French Mail Steamship Company.

The Chamber is also in touch with representatives of the Royal Mail and of the Hamburg-American lines, which gave semi-monthly service between Portland and the Orient, each line operating one steamer a month, until the outbreak of the European war.

It is desired to have these lines establish direct service here with Europe through the Panama Canal, with a possibility of Oriental service also. When they will be able to re-establish their sailings, however, depends on the war, as the Hamburg-American ships are either at home or interned, while the Royal Mail steamers are kept busy in war traffic.

W. R. Grace & Co. Extension Up.
This, however, is not all. The trade and commerce bureau of the Chamber has also been conducting very promising negotiations with W. R. Grace & Co. relative to giving Portland regular steamship service in connection with their South American west coast line.

And negotiations are also in progress with the Luckenbach Steamship Company relative to giving it port of call service with the Atlantic seaboard to Portland.

No mention has been made in this list of prospective lines from Portland to Australia, from Portland to the Hawaiian Islands, and from Portland to Alaska. The trade and commerce bureau of the Chamber, however, has the establishment of such lines definitely in view, although much remains to be done before the negotiations at this stage even is seriously attained, except in the case of the line to Australia.

Service to Australia Probable.
That this line will be established, and that within one year's time, though not certain, is very probable. Mr. Dodson said that the prospects were such that he believes Portland will have direct steamer service with Australia in another year.

It should be distinctly understood by all the people of Portland, however, that the establishment of the three lines now announced, or certain of a dozen steamship lines giving this city direct service with Europe, the Orient, South America, or with the possibility of establishing the prestige of Portland as a big seaport and shipping center, nor even enable it to retain these lines.

To the contrary, so many factors are involved, the competition with other cities which have become established as commercial centers is so intense, and the problem in general is one requiring such earnest study and effort to work out, that the broad co-operation of all interests on the main end in view will be essential.

Study Reveals Causes of Loss.
This was clearly brought out yesterday by Mr. Dodson, who has been making an exhaustive study of trade conditions, the factors that go to establish a seaport, and the particular needs of Portland in that connection, for the last couple of years.

"The first thing done by the old Chamber along this line was to take up the study of why Portland was losing its deep water commerce," explained Mr. Dodson. "This study demonstrated that Portland has not lost anything to speak of for years so far as the grain trade is concerned. This traffic is handled mostly by tramps on no fixed schedule, and Puget Sound has made no gain."

"But in regard to freight, the result was far different. Puget Sound has gradually obtained almost all the through freight, that is, transcontinental freight, which the railroads were routing that way. At the Sound it was shipped on liners operating on regular schedules."

Lines Limit Portland Space.
"The first issue arose in connection with the service from here of the Hamburg-American and Royal Mail lines which, before the war, were giving alternate semi-monthly sailings. It was found that there was more outboard freight than they could handle, as they arbitrarily limited their space on this port on account of the Columbia River bar. They fixed the amount of space allowed Portland shippers to no more than would load far as vessels draught of 23 feet, thus limiting the possible cargoes from Portland to approximately 3000 to 4000 tons. There was a slight betterment in conditions on the bar while these lines were in operation, and they increased the space to correspond to a 24-foot draught."

"This handicap imposed by the Columbia River bar is no longer to be reckoned with."

"The next phase of the problem was found to be to get inbound freight for the ships."

Sound Lowers Rates.
"The Chamber went to our shippers here and asked them to ship all goods they were buying in the Orient by way of this port. We were making progress when some of the Puget Sound lines

"CASCARETS" FOR HEADACHE, COLDS, LIVER, BOWELS

Enjoy Life! Don't Stay Bilious, Sick, Headachy and Constipated.

Best for Bad Breath, Sour Stomach, Coated Tongue or Indigestion.



They're fine! Cascarets liven your liver, clean your thirty feet of bowels and sweeten your stomach. You eat one or two, like candy, before going to bed and in the morning your head is clear, tongue is clean, stomach sweet, breath right and cold gone. Get a box from your druggist and enjoy the nicest, gentlest liver and bowel cleansing you ever experienced. Cascarets stop sick headache, biliousness, indigestion, bad breath and constipation. Mothers should give a whole Cascaret to cross, bilious, sick, feverish children any time. They are harmless and never gripe or sicken.—Adv.

offered to absorb freight charges from Seattle or Tacoma and deliver freight at the warehouse in Portland for the same price at which it was delivered at the wharf here by our direct lines of steamers.

"This actually brought the Puget Sound rates below those at this port, because of the wharfage charges and the item for hauling from the wharf to the warehouse. This was eventually absorbed by the two local lines, and though some Portland shippers still preferred to ship via Seattle, most of them agreed to use the Portland lines."

"But these vessels still were not getting enough inbound freight from the Orient. So the railroads coming into Portland were asked to help by having inbound freight, the routing of which they could control, shipped by these lines into Portland. The Hamburg-American got a little freight in this manner, but little was accomplished, and the two lines were complaining that there was not enough traffic to warrant any betterment in the service."

Change in Routing Necessary.
"That is how the situation stood when the lines were withdrawn on account of the war, and how it stood when the new Chamber of Commerce was organized and took up the study for a solution."

"This conclusion was quickly reached: The big shippers of this territory who are able to influence traffic must use all their power with the railroads and steamship lines to put their business through this port."

"Then the all-important question of procedure was decided upon. In connection with the land end of the problem a through freight committee was already been appointed to work on the problem of influencing any and every interest in the community which can control any freight to have that freight brought here."

"In connection with the water end, we have opened negotiations with every steamship line but one plying to the Pacific Northwest, and other lines as well, to establish direct connections with Portland."

"But there still remains to be solved the great problem of developing industries here that will require inbound freight for local consumption."

Through Freight in Sight.
"The trouble Portland has had in the Oriental service has been twofold. First, we have had plenty of local products outboard to offer, but on outboard freight, inbound through freight, we haven't had any definite agreements. Through negotiations with the railroads, we now feel that we can get our share of both outboard and inbound through transcontinental freight as soon as we have a line established."

"The other difficulty has been in regard to inbound freight for local consumption."

"The study which the Chamber has devoted to the problem makes it absolutely clear that this community must develop certain industries it now does not have, so as to provide right here a market for quantities of freight originating abroad that otherwise will not come here, and which are essential to the success of the steamship lines."

Copra Mill Proposed.
"For example, the Chamber of Commerce is now trying to finance a big copra mill here. Establishment of such a mill would mean that 200 to 300 tons of copra would come here each month. San Francisco in the first five months of this year took 24,000 tons of copra, because it was prepared to handle the product with home industries. San Francisco and Seattle both recognize the necessity of getting industries that will give their liners inbound cargoes. This applies principally to the Orient, but also to the South American, Alaskan, Hawaiian and Australian trade."

Demand for Imports Vital.
"Portland now has only two industries that will provide for inbound cargoes. They are our hardwood furniture industry, which is progressing splendidly and which will call for many an inbound cargo of Oriental hardwoods, and our paper industry, in which large quantities of sulphur are used."

"The people of Portland must realize that unless they have the local industries that can create a demand for products that can be imported as inbound cargoes, the city will never attain the dignity of a great seaport and distributing center. It is something that will require absolute attention to the main issue, unselfish co-operation and the financing of industries when outside capital cannot be obtained."

Aged Salem Woman Dead.
SALEM, Or., Oct. 21.—(Special.)—Mrs. Ledia Augusta White died here today at the age of 81 years. She had lived in Salem for the last 26 years. The following children survive: Dr. Gibson T. White, Rev. Lorenzo J. White, John H. White, William L. White and Mrs. Elizabeth Frazier, all residents of Salem, and Sophia Thurman and Fannie Seisenthaler, of Portland.

Of all the European capitals, London has the best health record.

Geo. H. McCarthy Succeeds McDonald & Collett--Real Tailoring News-- See Below

The Story as Given to Portland People by The Evening Telegram, October 20.

M'CARTHY NOW CONTROLS STORE

Former Manager Acquires Establishment of McDonald & Collett.

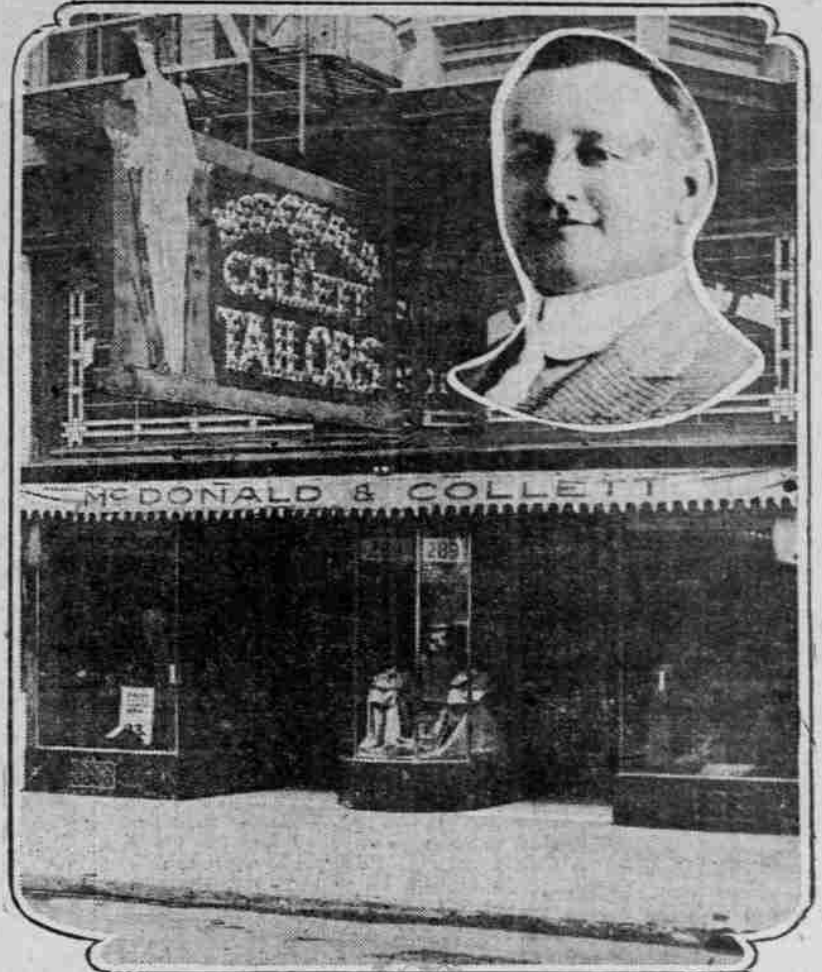
George H. McCarthy, former manager of the tailoring establishment of McDonald & Collett, has become the sole owner, and from this time on will conduct the business under the name of George H. McCarthy.

In the capacity of manager, Mr. McCarthy has been directly responsible for the past success of the firm in this city.

It was through his efforts during the recent reorganization of the business that the work shops of the San Francisco store were brought to this city, thus making Portland the headquarters for the concern, a fact that was duly appreciated by Portland business men.

"I have made plans," said McCarthy this morning, "for a campaign, against buying ready-to-wear clothes from Eastern factories, or, indeed, from anywhere outside Portland, when the Portland-made product is at hand."

"DO YOU KNOW GEO. H. M'CARTHY?" Here he is, and here's the great tailoring shop (salesroom) that now bears his name.



—and here are the workrooms, at Fifth and Pine, where only highest skilled union tailors are employed.



And Now Here's the First Thing I'm Going to Do

—I will close out as much of the present stock of woolens as possible. They must be brought to the minimum, in keeping with my plans. Therefore, for a limited number of days, I will make a general reduction upon any fabric in the store, featuring the Grand Special Offer appearing in the lower right hand corner of this announcement. Read it.

Geo. H. McCarthy TAILOR

Formerly Manager M'DONALD & COLLETT

289

Washington Street

BETWEEN FOURTH AND FIFTH

(The Next Suit You Buy Should Be McCarthy Made)

Choose from 500 of this season's newest and finest fabrics—from which McCarthy will build you one of his famous

Tailored-to-Order Suits or Overcoats

\$20

And you will get as fine a fit as you ever wore—molded to your individuality. That's the only kind of clothes McCarthy makes. Order now

BERRY IS DEFENDED

Judge Logan Says His Is Far Superior to Phenomenal.

VINES ARE LONG-LIVED

Burbank Production Declared to Have Failed to Meet Endurance Test, and Growers' Experiences Are Cited.

BY ANNE SHANNON MONROE. OREGON EXPOSITION BUILDING, San Francisco, Oct. 18.—A much-interested visitor to the Oregon building the other day was Judge Logan, of Oakland, the originator of the loganberry. He laughs at all this discussion of the loganberry and Burbank's "phenomenal" berry. The loganberry was produced six or seven years before Burbank saw it, and the first red blackberry that Burbank ever saw was shown to him by Judge Logan at the latter's home at Santa Cruz, so the Oaklander says.

The loganberry is a cross between the Red Antwerp raspberry and the California blackberry, and, besides it being a better flavored berry, the stock is so much more hardy than the phenomenal that they are not to be considered in the same class, according to Judge Logan, and he ventured the assurance that growers will bear him out in the statement.

the end of the third year found that practically all were dead. He dug them up and planted loganberry canes, and they are still doing well, having all the vigor of the blackberry. A neighbor named Wicks, did the same with five acres, and Alex LaFollette, one of Oregon's most expert fruitgrowers, is credited with the same experience, and with having loganberry vines in heavy bearing after 15 years of service.

Mr. Taylor scouted the idea that the Willamette's prolific berry is anything else than the loganberry.

ORDER EXTENSION IS ASKED

Apartment-Houses Want Interchange of Telephones.

SALEM, Or., Oct. 21.—(Special.)—The Apartment and Hotel Association of Portland today filed with the Oregon Public Service Commission a complaint against the Home and Pacific Telephone & Telegraph Companies, asking for an interchange of telephone service between the two companies in all residential hotels and apartment-houses in Portland.

The complaint sets forth that as the Commission recently ordered an interchange of service between the two telephone systems in hotels in Portland, situated similarly to the Oregon hotel, that not to extend the order to the complainants would constitute discrimination.

Requisition Is Honored.
SALEM, Or., Oct. 21.—(Special.)—Governor Withycombe today granted the requisition of the California authorities for the return to that state of Peter Soullis, who is wanted in San Francisco on a charge of grand larceny. Soullis is now under arrest in Portland.

Alaskan Steamer Brings \$136,000.
SEATTLE, Oct. 21.—The steamship Humnoldt which arrived from Southeastern Alaska ports today brought \$136,000 in gold bullion from the Fairbanks mining district.

"Just between us—"



ROYAL CLUB COFFEE

Is the Best Coffee I Can Find at Any Price

—This is the verdict in thousands of homes. Those who delight in the rich, mellow flavor of a perfectly blended coffee will find complete satisfaction in ROYAL CLUB. Ask your grocer to supply you for National Coffee Week—Oct. 18th and 23d.

LANG & CO. The "Royal Club" House Portland

Buy it for Coffee Week!

1 LB. TIN	Former Price 40¢
	NOW 35¢
3 LB. TIN	Former Price \$1.10
	NOW \$1.00
5 LB. TIN	Former Price \$1.75
	NOW \$1.60



LANG & CO. were the only coffee roasters who gave the public the benefit when the price of raw coffee came down.