

WESTERN FIR TO BE GIVEN CHANCE

Oregon and Washington Form Organization to Boost Finest of All Lumber.

SOUTH ONLY COMPETITOR

Yellow Pine of Louisiana and Georgia Compels Exploitation in East of Product Superior, but Now Under Serious Handicap.

Lumber and timber interests of Oregon and Washington have formed an organization known as the Fir Exploitation Commission, which has mapped out an advertising campaign to extend over a period of three years. This campaign is intended to create a strong demand for fir lumber in the markets of the East and Middle West, where consumption of lumber is heaviest, by 1915, when it is supposed the Panama Canal will be opened.

The Fir Exploitation Commission is to work independently of the associations for the general lumber interests of the two states. It is intended to raise \$50,000 annually, of which Oregon will provide probably \$20,000 a year. Lumber manufacturers, loggers and owners of stumps, all of whom will benefit from market extension, are expected to contribute.

The exploitation commission was organized by the Oregon and Washington Lumber Manufacturers' Association, which includes the mills of Oregon and those in Washington on the Columbia River; the Pacific Coast Lumber Manufacturers' Association of Puget Sound and the Southern Washington Lumber Manufacturers' Association, which takes in the mills of Grays Harbor and Willapa Harbor. The general committee in charge of the work is composed of George S. Long, of Tacoma, representative of the Weyerhaeuser interests in this territory; W. C. Yeomans, a manufacturer of Pile-Kill, Wash., and E. D. Kingsley, president of the West Oregon Lumber Company of Linnton. Mr. Kingsley has long been identified with market extension work and was at the head of the organization which conducted a campaign in 1904 and 1905, which was effective but was planned on a much smaller scale.

Samples Sent Out.

In these years sample panels of fir, cut to show the beautiful grain and stained in various shades, were sent out to architects, dealers and builders all over the country. In all, 6500 sets of panels were sent out, and a tremendous interest in fir for interior finish was aroused. The work resulted in the improved conditions of the market which prevailed in 1906, when the lumber manufacturers became so prosperous that they could not be interested in continuing the exploitation work.

"Following the prosperous year of 1906 came the advance of rail freight rates in the summer of 1907," said Mr. Kingsley yesterday. "This curtailed the Eastern business tremendously and caused a marked depression in the lumber business from which it has never recovered."

"Our former considerable trade in the Middle West and East has been given over almost entirely to the yellow pine and cypress of the South."

Statistics Are Convincing.

Government statistics on the lumber cut show how things stand. In 1905, according to these statistics, the total lumber cut of the United States was 27,899,999,999 feet, and of this Oregon and Washington produced 7,000,000,000 feet. In 1909, the latest Government statistics available showed the total cut was 42,000,000 feet, and the Oregon and Washington product had fallen to 5,999,999,999. Thus, in the face of an increase of 14 per cent in the cut of the entire country between 1906 and 1909, the product of Oregon and Washington declined 23 per cent.

"These figures are somewhat startling, but they are facts, and the lumbermen have been seeking the reason. It is found in the advance in freight rates, which have become a serious prohibitive to the Central and Eastern states, where the great consumption of lumber is found. This applies to the lower and common grades of lumber."

"The lumbermen have determined by a campaign of education to arouse enough interest throughout this territory to stimulate a great demand for upper or clear grades and for that reason this exploitation campaign is about to be launched."

South Greatest Competitor.

"Our greatest competition in this territory will be the yellow pine of Louisiana and Georgia, which is the best product of the South and now monopolizes the market. Southern pine is a very good timber for many purposes, such as framing and interior finishing, but it is not adapted for use in exterior work of any kind, on account of its susceptibility to the influence of the elements. If exposed, it will warp, shrink and crack.

"Fir is adapted to both exterior and interior use and is not affected by climatic changes. The marvelous grain effects of the wood lead us to believe that it is possible by a big advertising campaign to create a great demand for fir for this purpose alone."

"As soon as sufficient funds have been raised to carry on the work we expect to engage a capable advertising man to handle the proposition under direction of the commission. It is probable that a conspicuous exhibit in the nature of an artistic bungalow will be prepared and placed in charge of a man and his wife. The bungalow will be somewhat elaborate in detail, finished in beautiful grain fir with walls paneled and ceilings beamed. This exhibit will be moved from place to place and the man in charge will give lectures on the fir and will illustrate them with motion pictures showing logging and lumbering operations in the two states."

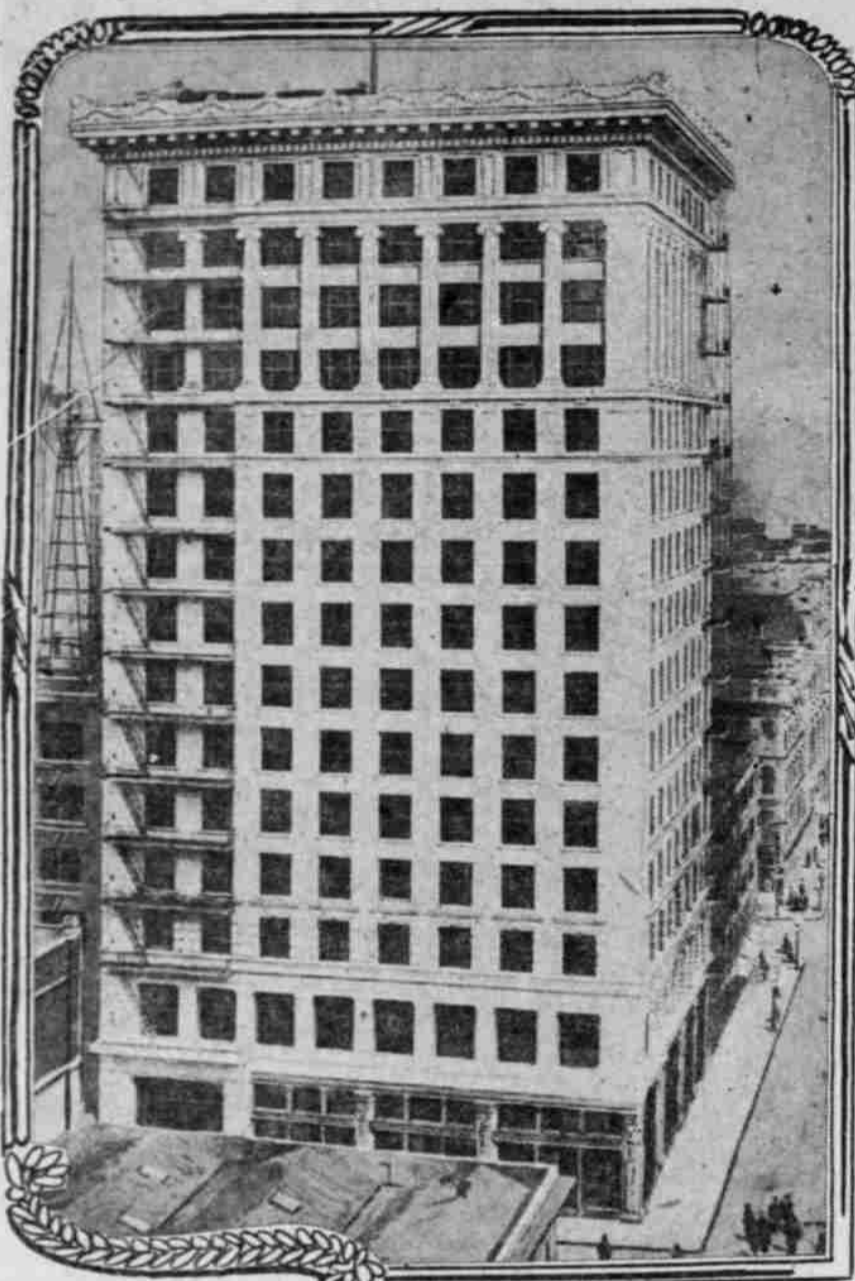
Fir Finish Not Well Known.

"It is our present idea to exhibit this bungalow in the principal centers of the East where it will be possible to develop trade. Fir finish is virtually unknown in this territory, and its possibilities should be demonstrated to the people in order to convince them of its merits and beauties. The consumers can be reached in this manner possibly better than in any other."

"In connection with this exhibit it is intended to carry some advertising matter in magazines of National circulation. It is possible that we will offer to persons interested in the wood samples of fir to demonstrate its character to prospective builders."

"The recent announcement of a reasonable lumber freight rate to the Atlantic Coast by the California-Atlantic Steamship Company demonstrated what we may expect from the Panama canal. We hope by the three years' campaign

FINISHING TOUCHES ARE PUT ON THREE ALDER-STREET BUSINESS BLOCKS.



YEON BUILDING, FIFTH & ALDER.



SELLING BUILDING, SIXTH & ALDER.



HARGLY-TICHTNER BUILDING, SEVENTH & ALDER.

outlined to develop a market that will give us a big demand as soon as the canal is opened.

"Personally I am an enthusiast in promoting the use of fir. I feel that we have a wood here better than any other, from an artistic standpoint. For general use fir timber cannot be surpassed. Strength tests made by the United States Government place fir lumber absolutely in the front rank.

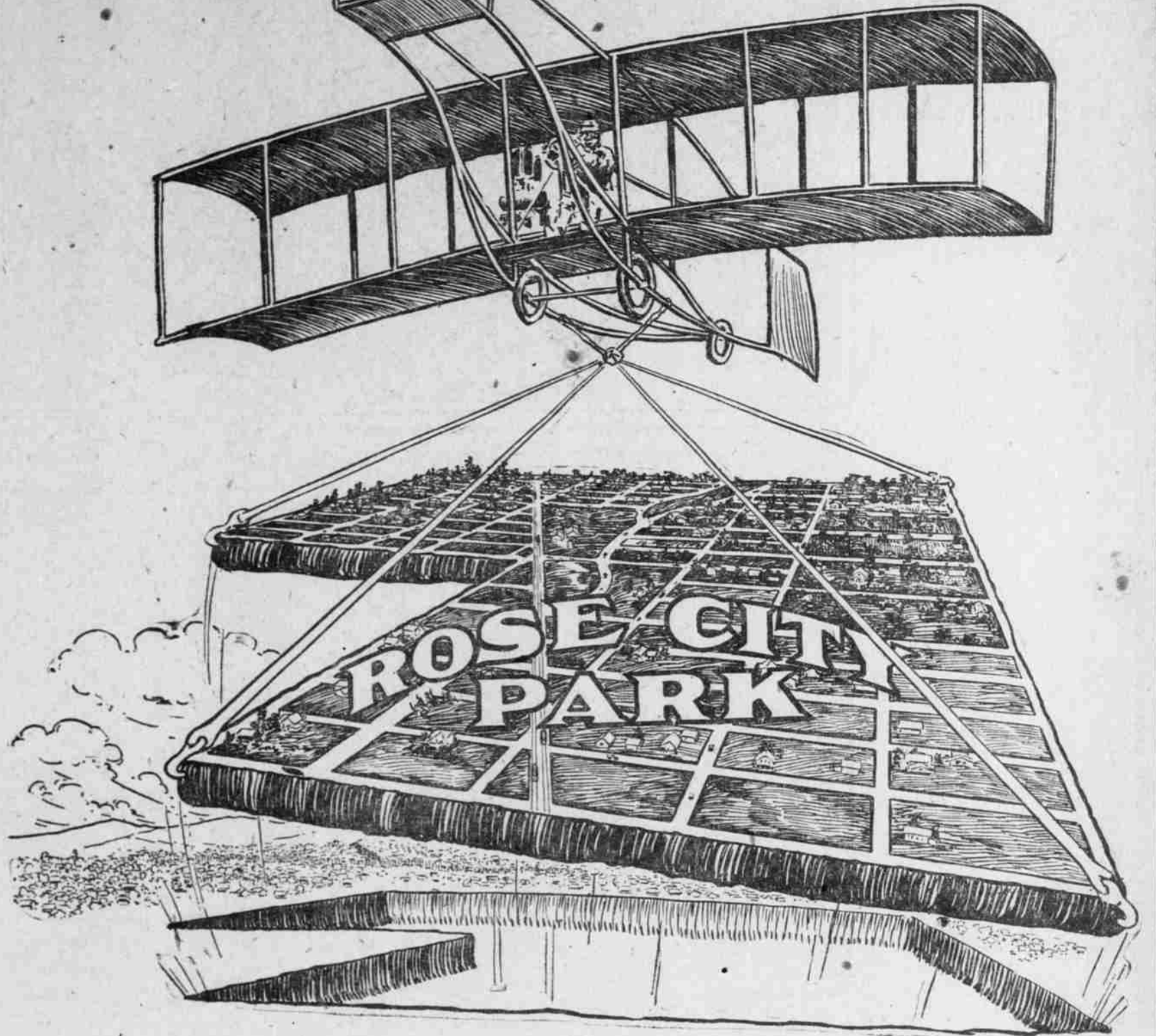
For building freight cars fir is preferred to all others. This is due to the fact that the wood is not susceptible to climatic changes, and this alone gives it a great advantage over the Southern lumber."

"Dealers in the Western country need stock only fir, and with that wood they can satisfy demands for lumber for all purposes. This is an argument in favor of fir that will instantly appeal to the dealer."

"The reception room of the \$4,000,000 building of the Bureau of American Republics in Washington was finished in Oregon fir."

"Since the disappearance of white

GOING UP



Price Will Be Raised May 1st

Reservation may be had at the present price between now and that date by making your selection and paying a deposit

HARTMAN & THOMPSON

CHAMBER OF COMMERCE BUILDING

BIG DEMAND FOR LOTS

LAURELHURST TYPICAL OF GROWTH OF CITY.

Popular Addition to Have Asphalt Pavements, Sewers, Water and Cement Sidewalks.

Laurelhurst typifies the growth, development and building of a great city. Within the memory of comparatively young men it was a primeval forest. Less than 40 years ago what is now Laurelhurst came into the possession of the late W. S. Ladd. At that time the entire property, with the exception of a few acres on the Base Line road, was a forest of stately firs.

In the early months of 1909 Paul C. Murphy and F. F. Mead, Seattle capitalists, came to Portland with the view of making a large investment in Portland real estate. After going over the situation thoroughly, they came to

the conclusion that Hazelfern Farm, now Laurelhurst, was the finest piece of undeveloped real estate near the city. They associated with them a number of Portland investors and opened negotiations with the Ladd estate for the purchase of the property. Immediately upon the closing of the deal, which was the largest transaction in real estate that has ever taken place in Western Oregon, they started in to improve the property and to make of it one of Portland's choicest and most exclusive residence additions.

That no mistake might be made, they employed the most competent landscape architect to be had, with the result that it is one of the most perfectly laid out residence tracts to be found in any city, every street and avenue being made to conform with the natural lay of the land, the art of contouring being developed to the highest possible degree.

All the streets are to be paved with asphalt. There are 26 miles of streets in the addition and the work is now more than half completed. In addition to the paving, the contract for improvements includes the laying of six-foot cement sidewalks, sewer, water and gas mains on every street, with laterals extending to the parking strips in front of every lot.

The cluster street light has been adopted for Laurelhurst. As fast as the streets are being paved, curb cluster lights are being installed. In the parking strips the best varieties of shade trees have been planted and as the improvement work progresses the work of installing the curb lights and planting the shade trees will be carried on.

Laurelhurst is protected by such a stringent building restriction clause as to eliminate everything of an objec-

tionable nature. Under this restriction all buildings must be set back at least 20 feet from the front lines of lots, or 22 feet from the sidewalks.

Laurelhurst has four main boulevards extending entirely through the property, each having a width of 80 feet. The minimum water main is eight inches in diameter. These large mains insure full pressure at all times.

The sewer mains are of sufficient size to carry off the storm water and water used in flushing the streets. Especial care was taken to put in gas mains large enough to give an ample pressure when the addition is fully built up. Every lot purchaser is guaranteed

that in no part of the addition will a house be erected to cost less than \$2500, while on many of the streets the restrictions are as high as \$5000.

More than \$1,000,000 has already been spent on improvements in Laurelhurst.

Building Contract Is Let.

Contract has been let for a two-story brick building to be built for George C. Flinders on Williams avenue, near Shaver street, to cost \$10,000. It will be 50 by 100 feet. Two storerooms will take up the lower floor and on the second floor there will be two flats of five rooms each.

\$15,000 to Be Expended by the City on

Mt. Tabor Park

this year. Our list of property in this immediate vicinity is very complete. On the west slope of Mount Tabor, protected from the east winds, with a splendid view of the city, less frost, fog and smoke than lower levels, paved streets to the business district, excellent car service, rich soil for lawns and gardens. Such are some of the advantages of this particular location. Look it over. We have a branch office at 60th and Belmont for the accommodation of our patrons. Phone Tabor 3194.

Clark Cook Company

ROOM 6, BOARD OF TRADE BLDG.

Chula Vista Addition

Homesteads 50x100 feet, or larger to suit. Streets will be graded by May 1, and Bull Run water mains laid soon after. Restrictions the very best to suit the homebuilder of moderate means, yet high enough to insure fine homes in the entire addition. PRICES NOT HIGH. TERMS EASY ENOUGH to let anyone in a steady occupation, with the inclination to save a small per cent of their earnings monthly, to own their own home. I can have your house built for you in CHULA VISTA on any lot partially paid for. COME TO MY OFFICE OR PHONE TO MAKE APPOINTMENT, and I will personally show the property.

Chas. E. Johnson

Telephone Main 1908. Office 702 Yeon Building.