

# BOARD OF TRADE AIDS IN PROMOTION WORK

## Organization Does Much Good for Portland—Secretary Muller Gives Reasons Why Citizens Should Assist Efforts to Build Up State.

What is a board of trade? Why should it claim support? Why is it essential for every business man to become a member?

By Fred Muller, Secretary Board of Trade of Portland.  
I will endeavor in the following discourse to answer as near as possible the above questions.  
Before going into details, however, I would like to refer to the elementary principle which is today at the bottom of all successful efforts. This principle is unity of action to secure the best possible results in the most effective and economical manner.

The commercial conditions of a large city often confront us with disadvantages or lack of systematic adjustment of prevailing abuses, and where the efforts of the individual merchant ceases to be effective it becomes the duty and prerogative of an institution such as a board of trade to take up the reins and endeavor to adjust those drawbacks as they become apparent from time to time.

**Is a Trade Center.**  
A board of trade is a trade center and emporium for the crystallization and the assimilation of commercial information. Primarily the duties involving a board of trade are to foster and care for the special interests represented by its membership; yet an organization of this kind should be equally mindful of the general needs of our city, state and country.

When the present plans are thoroughly understood it will become a daily custom for members to assemble on the floor of the exchange, particularly so between the hours of 11 and 1, to effect transactions in eggs, butter, cheese, poultry, grain, flour, hay, seed, provisions, country produce, lumber, real estate, coal and various other lines and to arrange for freights, marine and fire insurance, investments, etc.

Committees will look after the market quotations of each branch of activity and the Exchange will be provided with telegraphic market information covering domestic and foreign markets relating to breadstuffs, provisions and livestock.

**Prices to Be Posted.**  
Local market quotations will be daily posted in accordance with the decision of their respective committees, at 12 o'clock noon, and will be accepted as the official quotations for that day. It is hoped that the newspapers and others will quote these reports in their publications. In this connection it may be stated that such quotations undoubtedly will reflect the market more correctly than it is possible today.

Daily local quotations will be posted on the blackboard of the exchange on the following commodities: Butter, cheese, poultry, eggs, cattle, sheep, hogs, wool, hides, furs, wheat, oats, barley, flour, millstuffs, cereal foods, corn, hay, domestic fruits, tropical fruits, root vegetables, onions, potatoes, rice, coffee, salmon, sugar, nuts, salt, beans, bacon, hams and canned meats. Quotations of the New York stock exchange will also be furnished.

Appropriate rules for conducting the regulation of trade operations and obligations incident thereto, are now being framed to meet the requirements of the different branches of commerce. Such rules and other facilities will become promotive of the interests of the com-

mercial merchants, exporters, jobbers, traders, manufacturers, investors, and many others.

**Will Inspect and Grade.**  
As business grows, departments for the inspecting, grading and weighing of different commodities, such as eggs, butter, cheese, grain, hay, seeds, etc., will be added. The general objects and purposes of a board of trade are closely covered by the following groups of functions:

To maintain a commercial exchange; to provide uniformity in the customs and usages of merchants; to inculcate principles of justice and equity in trade; to facilitate the speedy adjustment of business disputes; to acquire and disseminate valuable commercial and economic information; to secure to its members the benefits of cooperation in the furtherance of their legitimate pursuits; to secure uniformity in commercial laws and customs; and to promote equitable principles.

It can easily be surmised that by a proper application of concentrated energy and intelligence the board of trade will become a factor in the successful solving of even the most difficult problems. In fact every effort of the board will tend to stimulate the expansion of the trade and commerce of our city.

**Will Expand Markets.**  
No good reason exists why Portland should not become the largest market of agricultural products. It will be the board of trade's effort to stimulate the board of trade's effort to stimulate the prosperity of our merchants and manufacturers, for the tendency and inclination of every man is to make his purchases in the market where he has disposed of his products, live stock or grain.

Unquestionably the rapidly expanding trade of Portland is being jealously watched by competing markets, making strenuous efforts to prevent the further advance of Portland into trade territories which have heretofore been controlled or considered as their own.

Here again is a strong reason why we cannot afford to relax our efforts, but on the contrary should create additional force and energy to increase the controlled territory of this market.

It can hardly be expected from the individual merchant busy with his own affairs, that he should give general conditions and required improvements much of his attention. Boards of trade in all large trade centers are expected to do and look after matters of this nature. Again, the volume and value of the chief crops fix rates of interest, determine to a large extent rates of transportation and the extent of interstate commerce. Credits given by merchants and bankers are measured thereby, in fact every financial and industrial interest is directly or indirectly affected by the rate of the country.

In this constant and vital relationship the board of trade occupies a conspicuous and useful position. All information concerning crops and other movements for the benefit of producers and consumers alike, without



Fred Muller.

prejudice and without partiality, should and in due course will be furnished by the board of trade. No other branch of business is conducted so openly, so absolutely above board and so directly with reference to the common welfare and no department of business is so free from restraint of trade.

**Make More Competition.**  
It has no monopolistic feature whatever, and admits of the unhindered and healthful play of the forces of competition. By a judicious, systematic and practical adoption of business methods the conditions of the market can be adjusted. Such prices must take into consideration the prevailing state of supply and demand and the facilities offered to members to daily buy or sell on the floor of the exchange at the call, will tend to act as a proper barometer and adjuster of over supply or insufficient demand.

The work of a board of trade broadens in scope as it grows in usefulness. The statistics collected will indicate the progress of commercial development, including relative production, movement and values of commodities and such data will be of value to those engaged in business in the different lines.

With the growth of the board of trade a membership therein becomes a valuable business asset. A share of stock entitling a merchant to a membership on the floor can at present be obtained for \$10 per share and spreading from many years of experience in similar institutions, the assertion is justified that before very long the limit of 500 members will be reached and the stock will only be available at

a premium. The expense for a share of stock is only incurred one time and the annual dues are fixed on the reasonable basis of \$12 per year. Stock in exchanges in other large cities of a par value of \$100 or less is in many instances in great demand at figures running into the thousands.

It is hardly possible to draw the line between direct and indirect benefits derived from membership in an organization such as this institution or similar commercial bodies, but even the most cynical must admit that an exchange which has for its objects the business-like, legitimate promotion of the commercial activities of Portland, is worthy of support.

As an indication of the interest so far created by the new plans, I might mention that a large variety of trades are today represented among the membership of the board of trade and it is the intention to ultimately divide them into departments of the exchange with efficient committees at their heads.

Those represented by the largest number of individual merchants are the following interests:  
Produce, eggs, butter, cheese, exports, imports, lumber, real estate, banks, furniture, wholesale and retail grocers, implement and vehicle trade, live stock, agricultural products, provisions, manufactured goods, hardware, machinery, transportation, plumbers, dry goods, professional men, etc.

The proper representation of the different interests is being taken cognizance of in the making up of the board of directors.

As already stated, will be represented in the organization by a committee to be called a governing committee and such committees will be composed of say from five to seven members each.

Every one of these committees will have full power to attend to and work out the needs and requirements of its respective line of trade and to make rules and regulations for the protection of such interests.

**To Unite Organizations.**  
While on this subject, I might be permitted to suggest that in the interest of the city of Portland, a consolidation of the leading organizations of the city might ultimately be brought about, such a movement would be possible if undoubtedly would affect in the most beneficial way our commercial and industrial activities. The work now before the different bodies might be classified under the following headings:

Work of a strictly commercial nature, such as performed by the board of trade, providing statistics, marine intelligence, commercial rules and regulations, inspection of products, etc., all of direct benefit to the individual merchant.

Then there is the work now performed by the chamber of commerce, which might be classified under the heading of commercial and transportation matters, supervision of river and harbor facilities, manufacturing interests and legislative work.

There exists today a tacit understanding between these bodies for a division of this work as outlined above, on a proper, comprehensive and intelligent basis. Yet it is conceded that a more fully and completely still closer working basis would stimulate the efficiency and effectiveness of the work on hand.

It is conceded that if a more concerted effort is made, it is not difficult to see that there was a real preparation for Christian doctrine in every pagan religion. Bishop Scadding will deal with this subject from a wide and generous point of view, believing that God left not himself without witness. By these studies in comparative religion we shall see that Christ is the true light; but he lighteth every man, and no religious belief is without some spark of that eternal radiance.

The reading of sermons as announced by Bishop Scadding is as follows: March 8—Shintoism (Japan), "Seeking the Way of the Gods." March 15—Buddhism (India), "Seeking God Through Philosophy." March 22—Buddhism (eastern Asia), "Seeking Salvation Through Works." March 27—Mohammedanism (west Asia), "Seeking God in Dogma: A Creed With One Article." April 5—Judaism, "Seeking God Through Law: A Religion of Precedent." April 12—Christianity (Anglo-Saxon).

### Millinery Opening.

We open the millinery season tomorrow with new styles irresistibly low priced. Tires unfolding of millinery creations so different, so striking as to win undivided attention from lovers of dainty wearing apparel and charming headwear. Here are the uncommon hats that you will admire and desire to possess—and you may for the price at our millinery department is always within your reach.

Fashion favors large hats in style. Turbans are worn at present by a number of fashionable women. The extremely wide, broad-brimmed, sailor shapes are very popular. High crowns, with high trimmings, high rolled sides, are in vogue—and some of these hats are trimmed with generous bunches of true to nature flowers, fastened with bows of tulle and ribbon and handsome buckles. Every color is represented in the spring hats, but the soft tints of brown, old gold, Delft blue, old rose tints and cerise are particularly striking. Large American beauties possess from the principal trimming of some of the gorgeous effects.

ROSE CITY MILLINERY, 403 Morrison st.

### Plant Sibson's Roses.

Quite a number of our customers inform us they are digging up and discarding other roses and replanting with Sibson's roses. Sibson's roses are hardy grown in the open ground, well ripened, full of fibrous roots and true to name. Unlike plants with poor roots, they are dear at any price. Good flowers grow only on good bushes. If you are inexperienced in rose culture, you will soon realize this, and then you also will want Sibson's roses. Now is a good time to plant. The Sibson Rose Nurseries, office and nurseries 1180 Milwaukee avenue.

## WILL DISCUSS WORLD'S SIX GREAT BELIEFS

### Bishop Scadding Announces Subjects of Sermons During Lenten Season.

During Lent Bishop Scadding will preach each Sunday evening on "Six Great Religions" at St. Stephen's cathedral, thirteenth and Clay streets, at 7:30 o'clock. The bishop will discuss from a broad and liberal viewpoint six of the great religious beliefs of the world. The sermons will be interesting as well as instructive.

In announcing the series Bishop Scadding has issued the following notice of the sermons:

"You are hereby cordially invited to attend a course of sermons which will be preached in St. Stephen's on Sunday evenings. In Lent by the Right Rev. Charles Scadding on 'Six Great Religions.' Man is a religious being, and when we consider how universal in all religions are such ideas as communion with Deity, incarnation, sacrifice and immortality, etc., it is not difficult to see that there was a real preparation for Christian doctrine in every pagan religion. Bishop Scadding will deal with this subject from a wide and generous point of view, believing that God left not himself without witness. By these studies in comparative religion we shall see that Christ is the true light; but he lighteth every man, and no religious belief is without some spark of that eternal radiance."

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### CROWDS SEE GOOD SHOW.

Pantages Coming to Stand for the Best in Vaudeville.

Pantages patronage is steadily increasing, and nearly every performance for several weeks past has been to capacity houses. The theatre-going public is coming to understand that Pantages is the name that represents real values in vaudeville, and that good acts may be expected week after week. Pantages insists on having the best, no matter what it costs. For example, the famous actor, Melbourne McDowell, in a dramatic sketch, has been signed up to appear next week, and other noted stars are being negotiated with.

The bill just ending has been one of the exceptional values, and those who have not been to see it will do well to enjoy a couple of hours of bright merriment striking. Large American beauties possess from the principal trimming of some of the gorgeous effects.

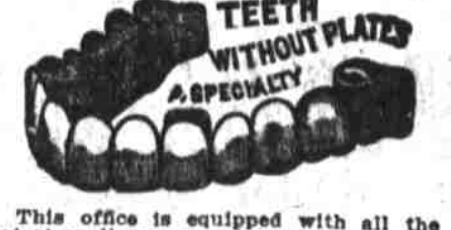
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## NO STUDENTS, NO GAB, NO COCAINE GUMS

If your gums bleed when you brush them, you have pyorrhea, a disease which, if let run, causes recession of teeth to loosen.



This office is equipped with all the latest appliances and formulas for doing high-class work.

- OUR PRICES**
- 22-K Crown ..... \$5.00
  - Bridge Work, per tooth ..... \$5.00
  - Logan Crown ..... \$3.50 to \$5.00
  - Best Rubber Plate ..... \$5.00
  - Aluminum Lined Plates ..... \$10.00 to \$15.00
  - Silver Fillings ..... \$1.00
  - Gold Fillings ..... \$2.00 to \$5.00
  - Vegetables Vapor used only by us for Painless Extracting ..... \$0.50

## CHICAGO Painless Dentist

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membered by Pantages patrons as the most remarkable performers that ever appeared here. They will introduce a number of new and sensational feats on the occasion of their second appearance. They are far and away the best acrobats in the world today.

Marion and Pearl have made good in the big eastern cities with their talking, acrobatic comedy act, which is replete with new turns and lively fun. Arthur Houston, the comedy juggler, is likewise a clever man in his line and stands on the top rung in the comedy juggling business. Houston does many feats which none have been able to imitate.

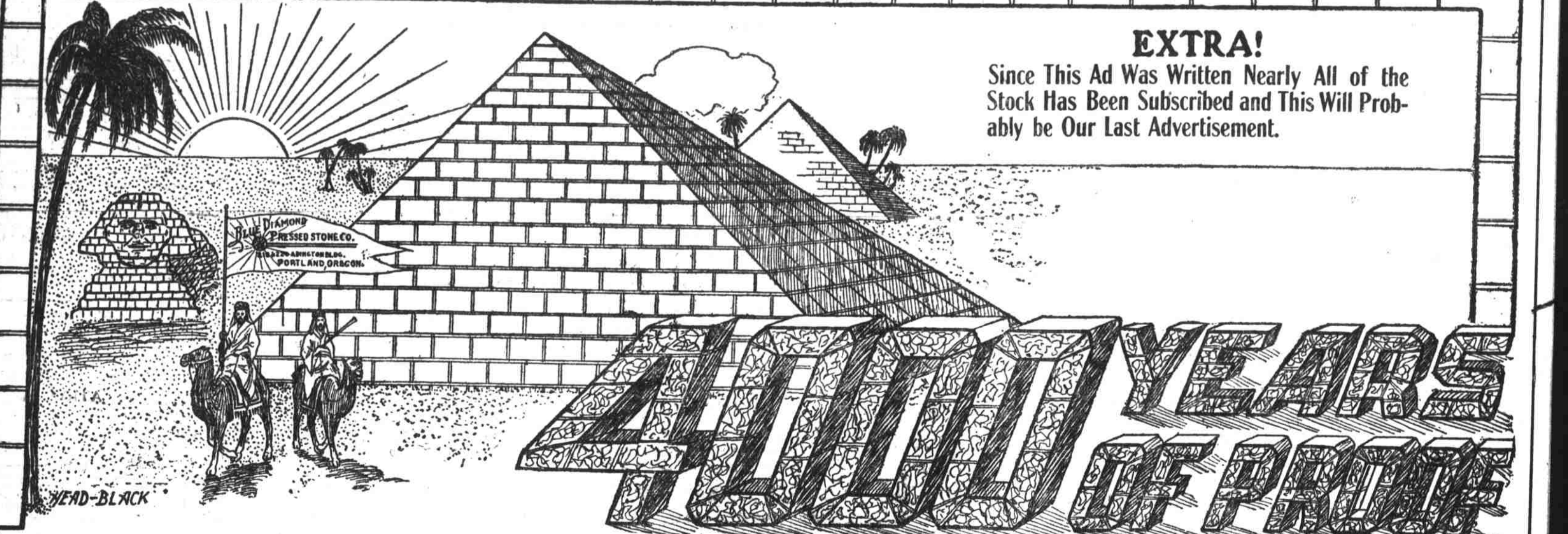
Polk and Collins, singers and dancers, will appear here for the first time. They have been playing the western vaudeville circuit with considerable success. Jean Wilson will sing a new illustrated song, and the biograph will spin off the latest thing in the moving picture line. When you see the moving pictures at the Pantages you see them for the first time.

### Harry R. Eaton

Formerly proprietor of the cafe, room 10, Chamber of Commerce Bldg., has purchased the saloon, northwest corner Fourth and Washington, in the new Rothchild Bldg., and will be pleased to see his many friends and patrons.

### Chicken Dinner 25 Cents.

We give this to advertise our 25-cent family dinner. Come and try them. New Grand Central restaurant, 90 North Third street.



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Withstanding the storms of ages, the constant dissolution and transformation of Nature; standing sentinel to the earliest kingdoms of history and still the guardians of ancient secrets, the Pyramids of Egypt are the most convincing arguments of the indestructible properties of concrete construction. Huge mountains have been toppled; islands have been thrown up by the sea; the face of the globe has been altered; cities have been founded, have grown, have thrived and fallen. The Concrete structures of ancient Egypt, Greece and Rome are still in the land of the living. Save the earth itself, there is no material so durable as Concrete.

The modern demands for solidity, fireproof qualities, indestructibility, permanency, economy and convenience in the rearing of tremendous skyscrapers has sent the construction men hurrying and scurrying to the uttermost parts of the earth for something to fit the demand. Concrete was rediscovered, the art of making it relearned, the skill of adapting it reemployed. Today, you have to admit that its equal was never known. The biggest and best buildings of the century are being made of Concrete. This has developed an enormous demand. Not a Concrete manufacturing company in the world lacks for work. It is almost impossible to meet the needs.

What makes an investment good? A demand that makes the product manufactured a staple on the market. Invest in the stock of the company that is working overtime to complete its orders, realizing a magnificent profit on each one and your profit is assured. That is exactly what we offer you. This sale of stock is to provide funds for enlarging our plant at Sellwood. It is for sale at par value, TEN DOLLARS A SHARE. The plant is now earning 15 per cent, and can be made to earn more than double that amount. You can share in the prosperity of this company by purchasing stock in any amount from \$50 to as much as you think you can afford. Fill out the attached coupon.

**COUPON**  
Gentlemen:—Your Concrete proposition is intensely interesting. I would like to read your booklet, "Concrete Facts." Will you also inform me how soon I could expect to receive dividends and how much they would be on an investment of \$.....  
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