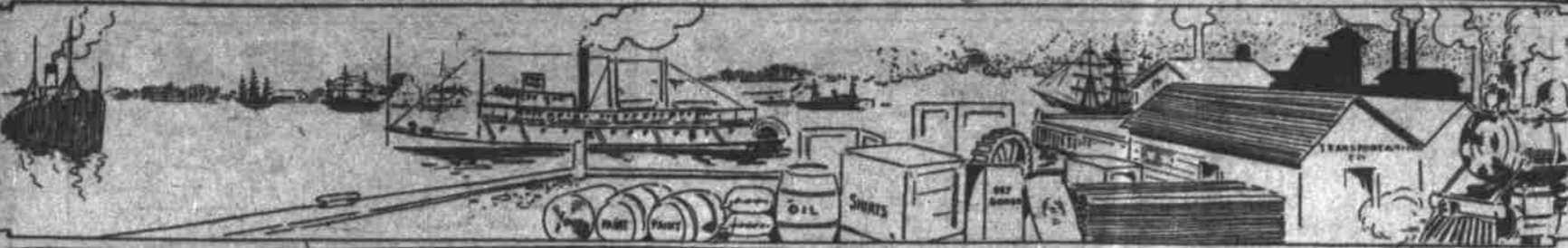


OREGON INDUSTRIES
WHEAT. FLOUR.
LUMBER. TIMBER.
MANUFACTURING.
WATER POWER.
DAIRYING.
FISHING. LIVESTOCK.
MINING. COAL.



OREGON INDUSTRIES
WOOL. SHIPPING.
MACHINERY.
AGRICULTURE.
HORTICULTURE.
TRANSPORTATION.
PAPER MAKING.
WOOD PULP

"300,000. PORTLAND. 1910."

BOBBING TRADE

Portland's Commercial Supremacy Attested by the Enormous Business of Wholesalers and Jobbers—\$100,000,000 Annually

be left to the wholesalers of cities nearer them. Thus, Chehalis is as far north as the Portland jobber can operate except at a loss. He can go no farther east than Huntington, where he comes in competition with the Salt Lake City jobber, who has the benefit of more favorable freight rates to Idaho points and beyond. To the south, Portland reaches beyond the state line, down to Weed and Siskiyou in California, which is as far north as the San Francisco wholesaler can ship his goods at a profit to himself.

New Territory for Portland Jobbers.
Within the year a new territory has been opened up to the Portland trade. This is the Klamath Falls district. In that section the jobbers of Portland and those of San Francisco now operate on an equal basis, on account of the new railroad that has been built into the district within the year.

Other new territory will open up to Portland wholesalers shortly in a similar manner. A number of new roads are projected, and every mile of tracks that is laid in this state means more business for Portland merchants.

But the hope of Portland jobbers for increasing business lies not so much in the extension of their territory—for beyond a certain point they cannot go—but in increasing the population and therefore the requirements of the territory that is already theirs. The more people there are in Oregon the greater will be the volume of business done by Portland's wholesale merchants. Colonization, not expansion, is their aim, as it is the aim of men in other lines of business in Oregon.

The Scope of the Trade.
The jobbers of Portland deal in everything. There is hardly an article that any one can need or wish for that cannot be obtained by the retailer from some of the wholesalers in this city. Does the country merchant need in a case of needles, he can get it from Portland. Or is it a carload of pianos, he can send to this

city and they will be freighted to him. The brooms that are handled by the Portland jobbers are made right here in Multnomah county, as are a great variety of the goods sold to the retail trade of the territory covered by the salesmen representing Portland's jobbing houses.

All these jobbers are banded together as the transportation committee of the chamber of commerce. This is a compact body, the aim of

which is the good of all. The individuality of the members is suppressed and they pull together for the good of the wholesale trade and of the city of Portland.

The Transportation Question.

Naturally the most serious problem that they have to face is the transportation question. Of late years there has been a disposition on the part of the railroads to limit Portland's wholesale territory, and the re-

cent raise in freight rates has made to that end. This not only helps the problem even more serious than before. The jobbers realize that as long as present conditions continue to exist they cannot hope to do business any farther from home than they now operate. They know that the only way for them to supply a larger trade is to increase the population of Oregon, bring in more people to consume things. And they are accordingly devoting much of their energies

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There are 50 jobbing houses in Portland.
The value of the business done by the wholesalers and jobbers of Portland amounts annually to about \$100,000,000. The tonnage of freight shipped by them north, east and south runs far into the millions.
Almost everything needed and used by man is sold by the wholesale trade of Portland, and it largely supplies the retail trade of the great district embraced under the term "the Oregon country," an empire of 200,000 square miles.
Portland has the distinction of having the only wholesale dry goods house in the Pacific northwest that operates entirely upon its own capital, the firm of Fleischner, Mayer & Co., with an authorized capitalization of \$1,000,000.
The transportation question as its effect the jobbing trade.

number of them engaged in the business and the variety of the products handled by them. But the closest approximation that can be made gives a result of something like \$100,000,000. The real figures may be even larger than this.

After the first of the year, when the new railroad law goes into effect, it will be possible to arrive at the exact number of tons of freight carried by the railroads, and figures may be obtained that will show just how many tons of merchandise the Portland jobbers handle. At present, however, this is impossible, and only in certain lines can these figures be obtained. But the transportation committee of the chamber of commerce has obtained partial figures which show that the annual tonnage of goods shipped by Portland wholesalers runs far into the millions.

Fifty Jobbing Houses in Portland.
There are about 50 large jobbing houses doing business in Portland, besides a large number of smaller firms engaged in the wholesale trade. The large jobbers sell each year goods valued at from \$2,000,000 to \$10,000,000 each, and many of them are supreme in their lines within the territory wherein they operate.

Portland's wholesale territory is rigidly prescribed by the railway freight rates. Beyond a certain distance the differential makes it impossible for the jobbers of this city to do business at a profit, and points outside this radius must of necessity

IN NO other way is the commercial supremacy of Portland, the chief city of the Pacific northwest, better shown than by the immense volume of her wholesale trade. To arrive at an exact figure representing the value of the merchandise disposed of annually by Portland jobbers would be an impossibility on account of the



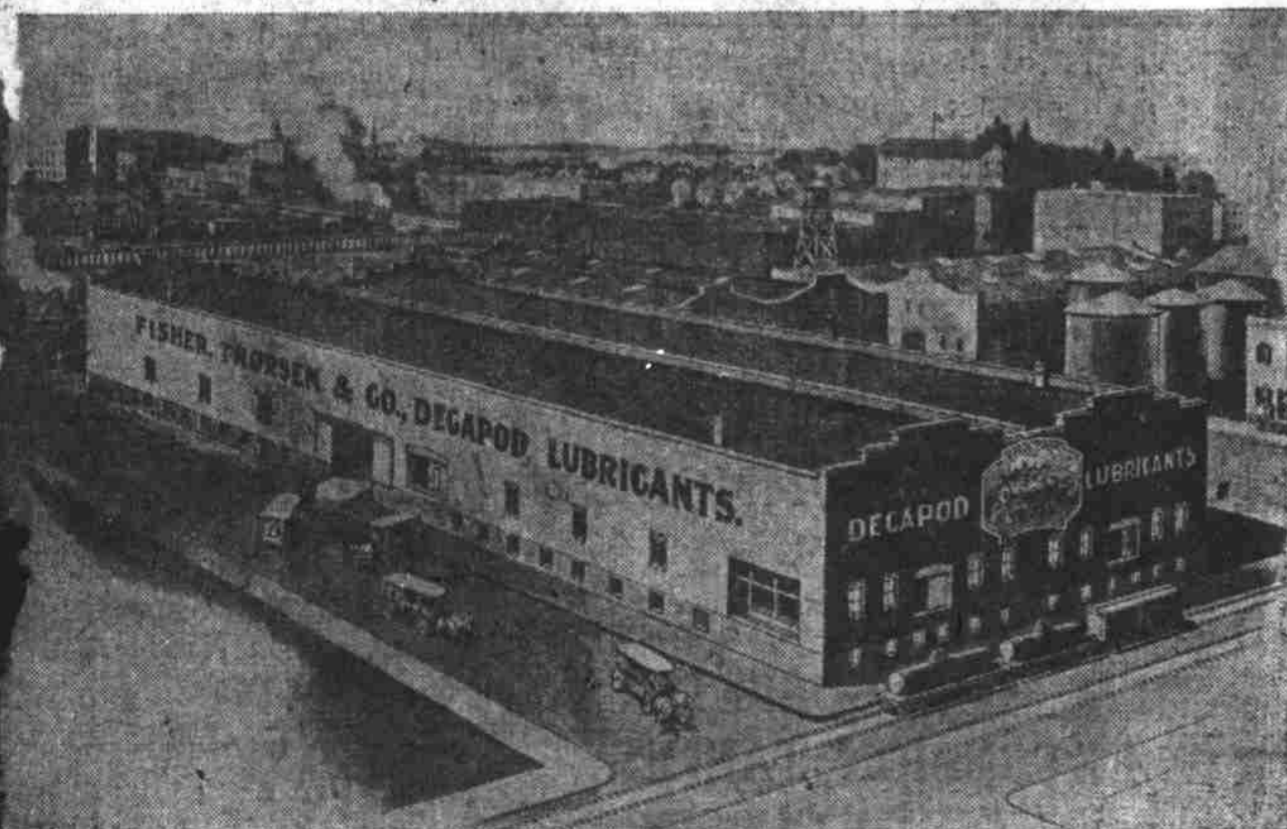
Shaver Transportation Company's Steamers Five Staunch Steamers Kept Busy Towing Logs From Lumber Camps to Portland Mills the Year Round

Away back in 1881 Captain Charles Buzon established the People's Freighting Company, and a few years after J. W. Shaver entered the firm and has seen the one-boat concern grow into the present Shaver Transportation Company, with five staunch steamers, viz.: Shaver, Sara Dixon, M. F. Henderson, No Wonder and Wauna. The old Manzanillo, with which the company started, is now out of commission, and the company's five fine steamers are kept busy towing logs from the logging camps on the Columbia river to the lumber mills of Portland. The company is composed of Deimar Shaver, president; Lincoln Shaver, vice president; J. W. Shaver, secretary; George M. Shaver and Mrs. G. W. Shaver, widow of the late G. W. Shaver. The Shaver boys were all born and raised in Oregon, and are well known and popular men. By strict application to business they have built up a splendid transportation business and are keeping time with the growth of their country. The dock and office of the company are at the foot of Davis street.

BAY STATE PAINT



EVERYTHING IN PAINTS



AND OILS

The above cut shows our new warehouse on East Salmon street, between Water and First streets, which is the largest fireproof reinforced concrete oil depository in the West, containing nearly thousand (40,000) square feet of floor space, equipped with electric pumps, steel tanks, casing appliances and latest improved method of handling oils cheaply.

Fisher, Thorsen & Co.

Manufacturers, Importers & Jobbers Front and Morrison Sts., Portland, Ore.



Fleischner, Mayer & Co.

Portland, Oregon

Importers and Jobbers of Dry Goods, Notions, Hosiery and Furnishings

Manufacturers of

Mount Hood Brand Men's Furnishings

510 First Avenue, Spokane, Wash.
Room C, Pacific Block, Seattle, Wash.

Permanent Sample Rooms

S. W. Cor. 1st and G Sts., Eureka, Cal.
Alexander Young Bldg., Honolulu, T. H.