

# OREGON MAKES ABOUT EVERYTHING NEEDED TO WEAR

### Thousands of People Engaged in Manufacturing Garments for Man, Woman and Child.

By M. N. D.

We have grown accustomed to the cheerful idea that for the hungry and the thirsty Oregon has meat and drink (strictly within the law) in variety and abundance, but how about something to wear?

What about hats and gowns, jumpers and shoes, bath robes and bathing suits? What about clothing of strength and garments so delicate that they adorn much more than they protect?

Ask the Ad clubber. Yet, to be truthful, he didn't know a great deal more about the answer than you do, previous to last Wednesday. Now that he has recovered from the shock, his enthusiasm is contagious.

The exhibition was startling. No one had any idea that there in Portland there are so many "industrious" factories and shops turning out practically everything that man, woman or child would wish to wear for almost any occasion.

No one had any idea that the segment of Oregon manufactures represented carry an annual payroll approximating and aggregating \$5,500,000, employing thousands of people devoted to the fashioning of garments.

Nor was there knowledge that so many millions of dollars had been invested preliminary to the production of the multitude of products of this state alone, but for many states.

### FAILURES NOT KNOWN

In connection with every plant there was found, too, a story of human achievement and the products which are the luminous fact that there is yet to be a failure on the part of any Oregon industry properly organized and engaged in the transformation of raw products into finished articles for which there is need.

The alertness with which the garment industries seized upon the opportunity to exhibit their products with the aid of winsome living models is an indication of their aggressive business spirit. The comments which will follow refer to those who participated in the unique "dress circus."

The Adams Garment Manufacturing company was established in Portland in December, 1918. The salesmen, managed by Mrs. C. A. Adams. She started with one sewing machine and one model dress. She now directs the work of 30 employees and sells 50 styles of women's and children's dresses in Oregon, Washington, Idaho, California and Montana. Her payroll is \$30,000 a year and the expanding business has necessitated the moving of the plant three times.

### INDUSTRY GROWS FAST

Neustadter Brothers employ 400 people in making shirts, overalls, workcoats, trousers and mackinaws. The salesmen, "The Boys of the Road" overalls and "Standard" shirts will be found in Alaska, Wyoming, Utah, Colorado, Montana, Idaho and Washington as well as Oregon.

In 1914 when Muller & Rinas company began making hats, they employed six workers. Now, at the close of their sixth year, they have 100 people making hats that are proudly worn by women in the entire territory covered by Oregon, Washington, Idaho and Western Montana.

After all the stories of the cloak and suit business of New York, some Portlanders think all such garments come from the metropolis, but Berman & Lurie, established in 1918 and employing a dozen workers, turn an ever increasing quantity of Oregon-made cloth into suits and cloaks for women of the three Pacific coast states.

### PENDLETON PLANT EXPORTS

In the Orient, in New York and in Chicago the highest grade of Indian robes has attached to it the brand of the Pendleton Woolen mills. This firm was established in 1890 and now has mills at Pendleton, Washington, and in the "Hoop" overalls and "Standard" shirts will be found in Alaska, Wyoming, Utah, Colorado, Montana, Idaho and Washington as well as Oregon.

It was surprising to learn that H. Liebes & Co., not only employ 160 people in Portland, but that they have their own steamship which makes annual cruises into the far and frozen North, bringing back whole cargoes of furs, the finest to be fashioned for the luxurious comfort of Portland wearers, the remainder to be shipped to Eastern markets.

For a long time people wondered what use was to be made of a new factory out on Sandy boulevard, the walls of which were of glass so that no light could be kept out. Then a sign appeared, "Jantzen Knitting Mills," indicating that another Portland concern had grown to a size and prosperity necessitating new quarters. Most any seashore girl wears a Jantzen bathing suit or an elastic knit stitch sweater. The wool for the plant comes from the backs of Oregon sheep. It is spun into yarn at the Sellwood mill, 175 workers are busy every day and for their work suits and sweaters and for their work they receive \$100,000 a year. The output of the plant goes into 12 states and the money thus brought back to Oregon amounts to more than annually.

### IS ON NATIONAL MAP

The Ad club exhibit brought home to Portlanders the fact that Oregon City is on the national advertising map. The Oregon City Woolen mills, established away back in 1884, employ people in making bath robes, overalls, mackinaws, motor robes and blankets for beds. Their products are sold in every state of the Union and their payroll is \$450,000 a year and they spend \$50,000 a year in national advertising.

Fleischner, Mayer & Co. is well known as the largest wholesale dry-goods firm in the Pacific Northwest, but less well known for the fact that the company employs 300 expert workers in a factory which produces the cunning "Jenny and Joe" play suits for children, of all sizes, as well as the shirts and overalls that bear the "Mt. Hood" brand and "University" brand of overcoats and mackinaws. Some of the cold defying garments that Alaskans wear are made in Portland.

The Baby's Boudoir was represented at the exhibit by a delightful little miss who could be pardoned for her cavalier treatment of the glorious cluster of roses she carried, because she was sweeter than the flowers. Yet she wore only one of 100 models produced in the 5000 square feet of floor space devoted to the workroom of this shop.

### LARGEST ARE OLDEST

The Elson Manufacturing company produces gowns for which the demand in Oregon and Washington is so con-

# OREGON-MADE GARMENTS ON DISPLAY



# BAD FIRE SEASON FOR FORESTS IS PREDICTED ACCOUNT OF DROUGHTS

### Lack of Rains and Inadequacy of Fire Protection Equipment Threaten Forests, Elliott Says.

State Forester F. A. Elliott predicts an extremely bad fire season this summer because of the lack of rains and the inadequacy of fire protection equipment. Elliott spent yesterday at the forest service going over plans for cooperative fire protection work.

### PLANS UNCERTAIN

"We had a little snow but it won't do much good," said Elliott. "It is almost time the plane fire patrol should commence so that the men may become familiar with the country, but as yet we know nothing as to how many planes, if any, will be allowed for forest patrol by the war department."

"We had planned to establish a permanent fire fighting crew with our portion of the West law fund matched with state money, but unless we get the increased \$25,000 appropriation we will be unable to do this."

### NEED MORE FUNDS

The Weeks law appropriation, which has previously been \$100,000, was recommended at \$125,000 by the senate committee after being restored from the \$75,000 to which it had been reduced by the house.

Elliott expects his assistant, H. J. Eberley, back from March field, where he has been attending the aviation conference, within a week.

# Health Association Is Organized in Hood River County

The Oregon Tuberculosis association organized the Hood River County Public Health association Wednesday. Mrs. Saldie Orr-Dunbar, executive secretary, and Miss Helen Hartley, assistant secretary, were in charge. There were present 41 delegates from all sections of the county, and the association is nursing influenza patients at Parkdale. An automobile has been purchased for her use by the new association. Preliminary surveys and demonstrations have been made in all other counties except Clatsop and Wheeler, and the strong was the sentiment in Hood River county for such a nurse that the preliminaries were waived and a nurse was at once employed. The new association is financed jointly by the Oregon Tuberculosis association, the state and county and the Red Cross.

sideable that the firm is growing with remarkable rapidity, though it was established only two years ago. A year ago Morris L. Shrek & Co. began manufacturing women's suits and coats, but already they employ 15 persons with an annual payroll of nearly \$20,000 and they sell their product in four Northwest states.

The W. J. Ball Waist company is a youthful pioneer. It was the first concern of its kind to begin the manufacturing of women's waists in the Northwest. Starting 3 1/2 years ago with 12 machines, it now operates 56, has a payroll of \$50,000 and employs 100 persons. The "Patmyre" brand is familiar over a broad area. In connection with his plant and for the welfare of his employees, Mr. Ball has provided a dining room and wash room.

It will be noted that the largest firms which were represented at the Ad club exhibit are also the oldest, but that the large number which began operation only a few years ago are making progress which will give them in perhaps less time the size and importance of the veteran industries.

A towel cabinet invented for public places is so constructed that each guest can have a clean one but none of them can be stolen.



Photographs of living models who displayed Oregon-made garments before the Portland Ad club Wednesday. Above—Seashore girls in bathing suits woven in the Jantzen knitting mills. Center—The little tad with the balloon is happy in a "Jenny and Joe" play suit from Fleischner, Mayer & Co.; his fair companion was outfitted at the Baby's Boudoir. Below—The "Adams" dresses worn by these little girls were made by the Adams Garment Manufacturing company, owned and operated by Mrs. C. A. Adams.

# Shortage of Newsprint And Oil Great Problems

Pertinent observations concerning an oil shortage and newsprint shortage were made by Franklin K. Lane, secretary of the interior, upon his return to the Pacific coast recently, in an interview in the Los Angeles Times.

"With a world oil shortage impending, one of the biggest problems this country will have to face within two years is that of supplying its merchant marine with 50,000,000 barrels of oil a year, declared Lane, who now becomes vice president and counselor to the president and general manager of the Mexican Petroleum company.

"Some relief from the oil shortage is in sight, Mr. Lane continued, but the situation is an exceedingly serious one, he declared. He stated that the merchant marine has called for bids on 25,000,000 barrels of oil for this year and that it will need twice that quantity next year. Such a quantity, he pointed out, is far in excess of the surplus.

"Where we are going to wind up with this oil problem, I don't know," said Mr. Lane. "The country is building automobiles and trucks at the rate of 1,500,000 a year, to say nothing of gas engines, tractors, traction engines and heating plants, all of which will require vast quantities of fuel and combustion oils."

"Our latest information is that the Bolsheviks are bearing down on the Caspian front. This threatens the Persian and Baku fields, which England had hoped to open up. This is likely to throw England in this direction for her immediate supply at least.

### RELIEF IN SIGHT

"Temporary permits for drilling in Mexico will relieve the situation a great deal, but will by no means take care of our needs. I don't know how long-lived this drilling privilege will be, but I have the feeling that eventually American oil interests in Mexico will be secured."

Speaking of oil prospects in this country, Mr. Lane stated that the new leasing bill will permit of prospecting on a large area of 4,000,000 acres of public land which was mostly withdrawn by the government during the Taft administration. How much of this land will

# PAPER PULP WOOD INDUSTRY HELD UP BY LACK OF COIN

### Eyes of Whole World Are Turning to Pacific Northwest for Relief From Paper Famine.

With the present scarcity of newsprint forming the most critical condition in the history of the publishing industry, and with the eyes of the nation turned toward the Pacific Northwest forests for relief, the Portland offices of the United States forest service have received hundreds of inquiries from persons interested in paper manufacture.

District 6 of the forest service comprises all the national forests in Oregon, Washington and Alaska, the greatest paper pulp producing centers in the United States.

### MILL PERMITS ASKED

Twelve actual applications for definite permits to establish pulp mills on national forest lands in these three regions have been received by District Forester George Cecil, the greater number of them being for sites in Alaska, where the heavy stands of Sitka spruce and abundant water power combine to make the prospect for the making of paper.

Two of these cases are now being held up, pending field examination by the forest service to determine the best pulp channels. One of the forest service timber experts will leave soon for Alaska to spend the summer cruising and studying the localities best suited for the installation of pulp mill equipment.

### OPEN PULPWOOD FORESTS

W. G. Welge, formerly superintendent of Alaskan forests, and later supervisor of the Snoqualmie national forest in Washington, has been assigned to the paper pulp situation and will devote his entire attention to the greater expansion of the paper pulp industry in Oregon and Washington through the supply of government timber for paper purposes.

It is estimated by forest service officials that there are 100,000,000 cords of pulp wood in the national forests of Alaska. Under careful management these pulpwood forests would produce a continuous yield of 2,000,000 cords per annum, or about one-third of the present consumption in the United States. The species are chiefly spruce and hemlock. Its growth is comparatively rapid, but it would be impossible to produce pulp in less than 20 years, and it is probable, say forest men, that to obtain maximum production the timber should not be cut in less than 75 years.

### SERVICE HANDICAPPED

The restriction on shipping timber from the public forests in Alaska does not apply to national forests, it is said. The forest service has been handicapped in exploring the timber resources because of limited funds for timber surveys, but a number of areas have been examined and reported upon as to the feasibility of operation. The best expert of the forest service in pulpwood developments spent last season in Alaska examining and reporting upon opportunities for pulpwood enterprises, a number of streams have been examined and stream gauging conducted to determine the available water power. Although the service has sold 420,000,000 feet of timber in the Alaskan forests within the last 10 years, the lumber has gone into box shooks, railroad ties and piling and none into pulp wood.

### PLANS FALL THROUGH

While various applications for pulp mill enterprises have been received by the forest service in the past 10 years, the projects were all abandoned because of financial difficulties on the part of the applicant and not through any lack of cooperation on the part of the service, say forestry officials.

"The policy of the forest service in Alaska has been and still is to offer sufficient quantities of pulp wood under an initial contract to supply a new enterprise for not less than 20 years," say forest service men, "and to insure a further supply for such a plant by reserving additional large quantities of pulp wood, properly located for the plant in question, from all other use or disposition until the initial contract should be cut out. The pulp wood offered has been priced at low rates, conforming to the general scale of stumpage prices in Alaska, representing the low timber values obtaining in an unexplored and undeveloped region. A reconsideration of stumpage rates are made at intervals of five years, beginning when actual cutting operations commence. Increases are only made if a reappraisal shows that the actual value of the stumpage being cut has advanced over the initial rates."

### FUNDS MAIN OBSTACLE

Delay in the development of the paper pulp industry in Alaska has been occasioned, say forest service men, by the enormous transportation problem, both as to distance and lack of transport facilities, the general isolation and lack of development in the region, and the utter absence of local labor of the qualifications necessary for pulp and paper factories, the large investment required for the installation of pulp and paper plants, together with the water power developments necessary for this operation, and unsatisfactory federal legislation with reference to the development of hydro-electric power on national forests by which it has been impossible to give any company a firm permit for a stated period of years, but only one that could be revoked by the secretary of agriculture. Legislation removing this difficulty is now pending, after persistent endeavors by the forest service to obtain power legislation from congress.

Not less than \$4,000,000 will be required to launch a single pulp mill enterprise in Alaska, and the cost of the forest service, because of the high cost of transportation on all materials and machinery shipped to Alaska and because of the necessity for developing local facilities in the way of towns, dockage and local transportation.

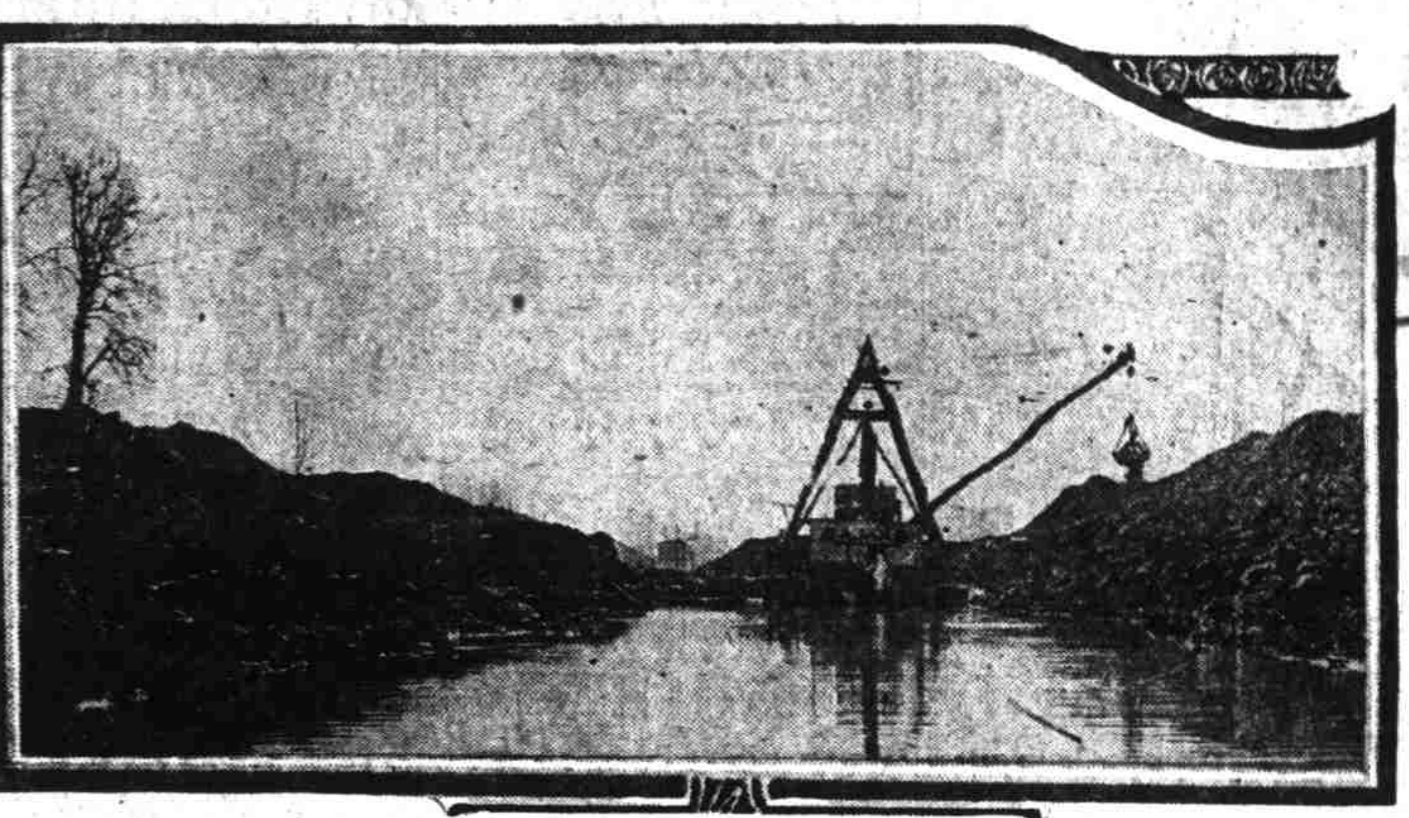
### List of "Don't" Is Issued to Spooners

Boston, March 20.—(I. N. S.)—The Rev. Henry P. White, D. D., of New York, in a lecture here gave the following list of "don'ts" to those courting a life partner: "Don't allow the period of courtship to run for a year. Don't marry a frivolous person. Don't marry a person you have doubts about. Don't try to reform those who have bad habits. Let them reform themselves. Don't be afraid to kiss after you are engaged, but kiss in the open and not in the dark. Use your head during the courtship, the priest's advice and keep your affections in abeyance. Good principles and a serious disposition are essential in a life partner."

### Baby Beauty Sought

Eugene, March 20.—Lane county fair is to have an old-fashioned baby show, according to Ray Wood, secretary. Good looks alone will count.

# GREAT SEWAGE OUTLET BEING DREDGED



Dredge Ajax at work cutting channel connecting Columbia slough with Columbia river, which city engineer expects will be completed by May 1 next.

Construction of the channel connecting the Columbia river with the Columbia slough which will afford an outlet for the entire sewage of the North Portland district, is nearly half completed, according to O. Laurgaard, city engineer, who has charge of the work for the city.

Work of cutting the 150 foot channel for a distance of close to two miles was started some two months ago. Present indications are that the channel will be completed in its rough state by May 1. The Pacific Bridge company has the contract at a figure close to \$500,000.

Laurgaard stresses the importance of making the cut, characterizing it as the greatest single undertaking that has ever been started for the benefit of the Peninsula district. He states that all sewers will empty into the channel, which will mean that the Peninsula district may have hard surface pavements and good sewerage as soon as the project is completed. The Columbia channel saves the construction of a large intercepting sewer to care for the sewage of North Portland.

Over 3500 cubic yards of dirt are moved daily by the drag line and clam shell scoops that operate with two shifts, according to L. E. Hendricks, foreman of the Pacific Bridge company. The clam shell removes three cubic yards of dirt every two minutes, while the drag line scoop carries two cubic feet of earth during a similar period. Within a short time a second clam shell will be put in operation.

Construction of three dams is included in the general work of completing the channel. The earth that is now being dumped on the sides of the channel will be loaded on barges and floated down the channel to a point near the Columbia slough. As the channel is cut each day the water from the Columbia river backs into the cut and allows the barge, on which the clam shell is decked, to be moved along.

"People do not realize the importance of this great work," said Laurgaard. "It is a gigantic piece of construction and will mean much to the Peninsula district. I hope the work will be completed by May 1."

Cost of the channel will approximate a \$9 assessment on each lot, in the opinion of Laurgaard. He believes the benefits will tremendously outweigh any expenditures, and estimates that the saving will approximate \$1,000,000.

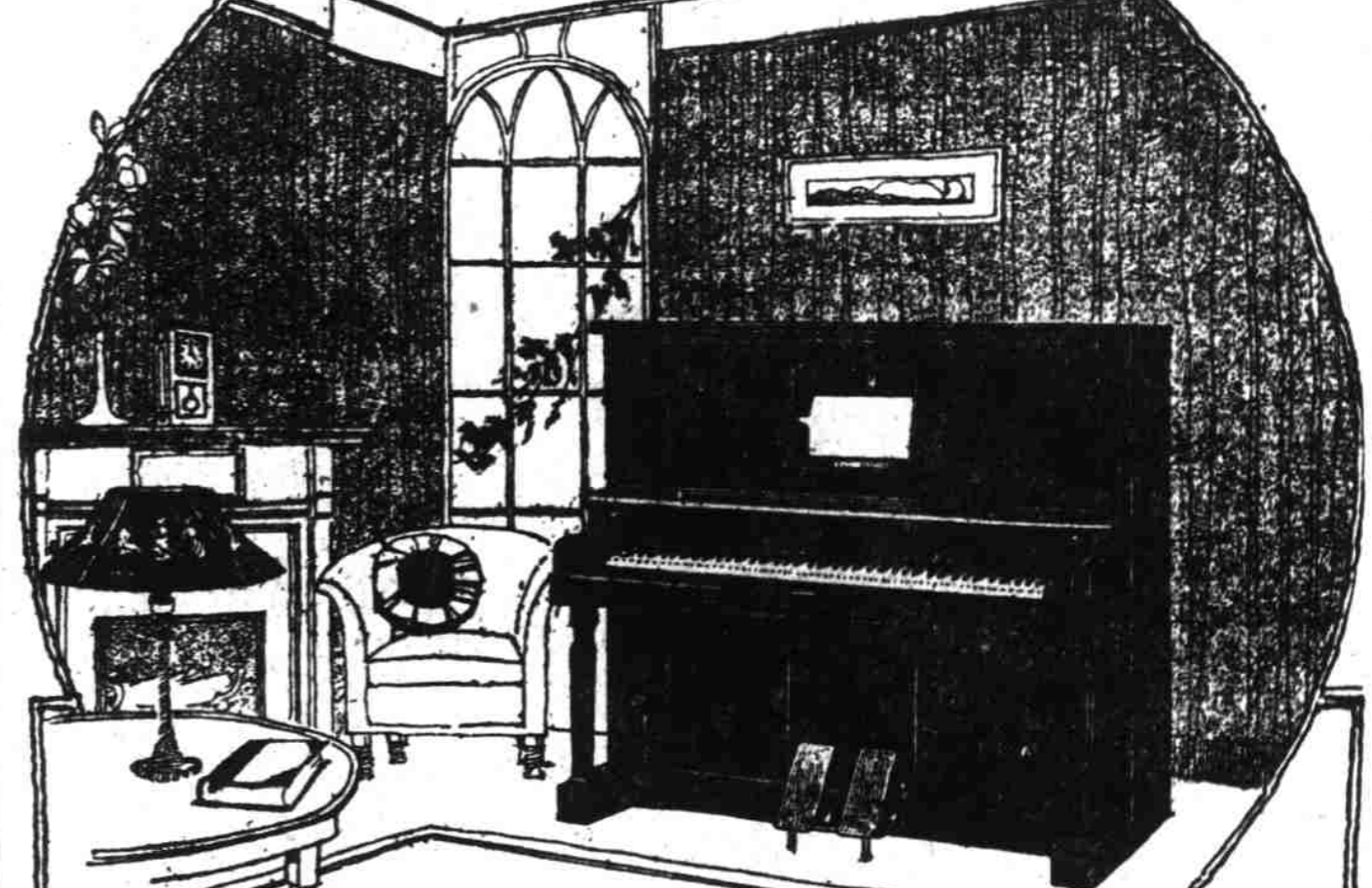
An additional saving is assured by Laurgaard in that the excavated earth will be used to build permanent dikes from the Columbia river to the Columbia slough and Interstate bridge, in order to aid in the reclamation of lands now being worked by the Multnomah drainage district No. 1.

### Variety of Books Listed at Library

By way of calling special attention to books along lines of subjects especially in the public mind, lists of noteworthy publications have been compiled, and are being issued by the circulation department. Among the lists recently completed by Miss Margaret MacLachlan, in charge of the department, are those dealing with gardening, Lenten reading, writing for the movies, authorship, practical psychology, and a list of 30 books on dress, prepared especially for work among girls' clubs.

India's first aerial mail service has been established, three airplanes being in use between Bombay and Karachi.

# \$1000 Opening Sale Player



# The Two New Stores' Opening Sale Is Giving People a New Vision of Pianos

When we say the sale is doing this, we mean specifically the pianos that are the making of the sale. The Schwann Piano Company's piano is one thing which suffered no deterioration as a consequence of these difficult times. Our pianos and player pianos are as good, yes better than ever. This is a show of Pianos which gives the word home a new cultural significance. The assemblage of pianos and player pianos in our Mezzanine and Quality Store, is regarded by critical and experienced visitors as without equal in scope, sumptuousness, and desirability. You may want a Period Chippendale, Sheraton, Louis XV, or quite modern style of piano of refined tone—the choice here is hardly duplicated in Portland.

And they are pianos of such a genuine sort—genuine all the way through. This is a sale meeting every requirement of common sense, of practical service, of superior tone and of sound economy. Speaking of economy you will please bear in mind that the saving here is still 25%—same quality would cost you 25% more if bought anywhere.

9900 quality Steger & Sons pianos, "the most valuable pianos in the world," grands in upright form, for \$675 cash, or \$50 cash, \$20 monthly; \$800 Steger & Sons upright pianos for \$595 cash, or \$18 monthly; some 1949 models in Steger \$750 quality for \$562, \$17 monthly; \$675 quality Reed & Sons pianos, for \$495, cash or \$25 cash, \$15 monthly; \$650 Singer quality, large upright grands for \$487 cash, or \$25 cash, \$15 monthly; \$650 Thompson Colonial models for \$487, \$15 monthly, as also our opening sale special, the \$525 quality Thompson at \$395, \$25 cash, \$12 monthly. Then in our quality store you will find the famous Natural Player Pianos, the wonder of this age. \$1250 Steger Players for \$937; \$1150 values at \$862; \$1050 Reed & Sons Natural Players at \$797; \$1000 Singer Piano Co. Players at \$750, as also the most popular opening sale special \$900 quality Thompson Player Piano at \$675, \$50 cash, \$20 monthly.

Then there is our Downstairs store with its Underpriced Pianos. What variety of new and used pianos, inexpensively priced! There are charming new Bungalow Pianos in Mahogany, Oak, Fumed and Golden—all marked at distinct savings. Lane Oak \$550. Conover at \$315, a large Plain Case Mahogany \$550 Kimball at \$265, a splendid \$700 Steinway & Sons at \$345, also a \$750 Steger in fumed oak for \$465, and one Steger in polished mahogany at \$485, also a dull mahogany \$475 Kingsbury for \$265, a \$475 Vose & Sons for \$235, a modern style Plain Mahogany Ebersole and a splendidly carved large \$575 Hobart M. Cable for \$295, a Bush & Gertz and a large McIntyre & Goodsell, at each \$295; as also a large Hallet & Davis Upright at \$195, one Newby & Evans at \$295. Cash or with payments as low as \$6.25, \$10 or more monthly, all to be paid within 2 1/2 years' time. Then, again, here you will find "some good makers" Player Pianos—a mahogany \$760 Stark & Co. at \$495, an Oak \$800 Mendenhall at \$495, and a new \$900 Player for \$655, on terms of \$15 monthly if you do not wish to pay cash.

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