

INDUSTRY LOOKS TO ACTIVE YEAR IN PORTLAND FIELD

Just what a prosperous year for Portland industries or even a fairly normal year will mean can be realized best by a clear understanding of the important place that the productive industries now occupy.

In Portland alone the Associated Industries estimate that between 30,000 and 35,000 men are employed in productive industries at this time, with a payroll of approximately \$4,900,000 a month, or about \$150,000 a day. This is for Portland and immediate vicinity only, and does not include the outside territory of the state which has about the same number of men, and about the same payroll.

Interviews with representative men engaged in the principal lines of industry here disclose that the heads of these various lines of business look forward to an excellent year during 1933, and a full return to normal conditions.

LUMBER OUTLOOK BRIGHT

Perhaps of major importance in relation to general prosperity of this district is the lumber industry. Lumber men in general expect a very prosperous year for the mills and kindred industries. The head of one of the largest lumber companies with headquarters in Portland and connections throughout the East expects this year to be the biggest year that his company has ever had. "Over 65 per cent of our lumber is shipped east of the Mississippi river," he explained, "and we find that not only is building and construction work generally reviving, but the stocks in the yards are very low, and manufacturing stocks are also low. This means that buying throughout the country will be reflected directly in mill activities."

In addition to the increasing domestic demand, the export trade is holding up well. Japan has been the principal buyer in the year just past, and continues to buy heavily in the Northwest, with Portland getting her full share of the business. Some exports are also being made to China, Australia, England and France. The export demand is broadening.

Many domestic lumber buyers have held back as long as possible for lower prices, but prices in this line are said to have reached bottom, and a heavy business is anticipated with an upward trend of prices.

MACHINERY LINE PROMISING

Machinery and equipment for the lumber mills occupies a peculiar position. On this line much of the business of the iron and steel foundries depends, and these plants have not been running to an extent corresponding to that of the mills. An explanation of this is found in the fact that many lumber mills faced a deficit for the year 1932, and postponed every purchase of new equipment that they could. In case of a mill running only half or a third of the plant when any part became worn out or was broken, replacement was made from the equipment already on hand, and that was idle. Naturally as the mills resume full operations they will not only require the regular replacement equipment, but will be obliged to buy heavily to re-equip that part of their plant that has been idle.

FURNITURE BOOKINGS

The manufacture of furniture is rapidly assuming a place of great importance in the industrial life of Portland. Five large plants are in operation, with a number of smaller ones. H. J. Carman of the Carman Manufacturing company reports orders on the books about 50 per cent in excess of the corresponding period last year. Previous to the first of the year the Carman plant was running five days a week, but beginning the first of the year it went on full time and is now running to capacity. The Doerbecher Furniture company is running to capacity, employing over 400 men, and anticipates all the business that it can handle this year. The Freeman Furniture Company, making high-grade tables, is 40 to 60 days behind with its orders, with an excellent demand from southern and southeastern points.

WOOLEN PLANTS INCREASE

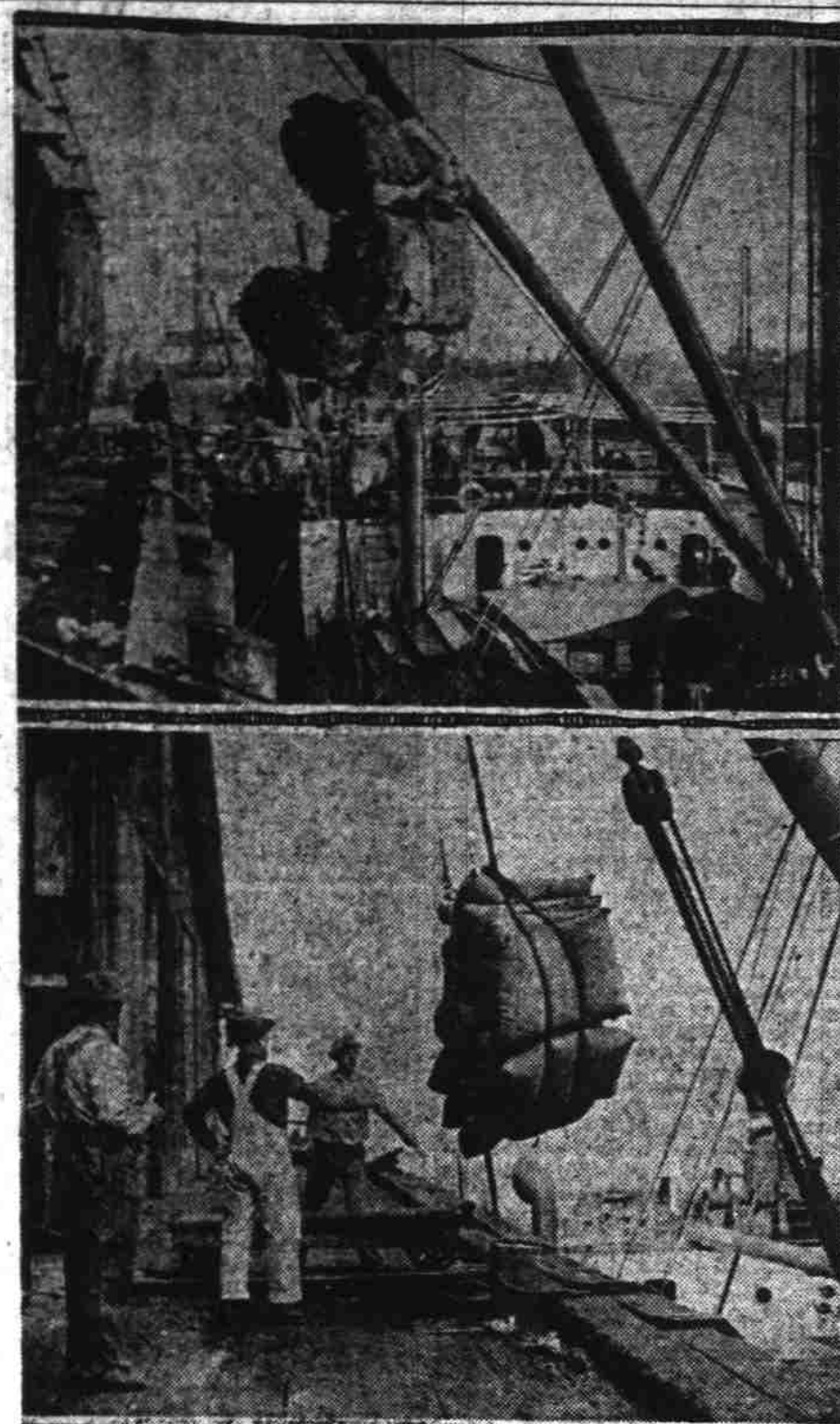
Increased production in the woollen mills, with every indication of the heaviest year's business that these companies have ever enjoyed, is the rule in practically every plant making woollen goods. The Portland Woollen Mills are running as high as three shifts in some departments and giving employment to over 500 people. The Pendleton Woollen Mills report all their mills running to capacity, and some running overtime. They are putting in new equipment in their Washougal mill to the extent of \$30,000 to increase production. The Oregon Worsteds company is running two shifts.

FLOUR MILLS UNCHANGED

Conditions with the flour mills does not reflect much change, this line being stable. Some of the mills note a slight increase in business, principally in by-products.

Other manufacturing plants and shops of many kinds, of which there are a large number in Portland, are generally busy. A considerable number of men are engaged in automobile body building, in the making of brick and tile, rope, twine, and specialties of many kinds. The outlook in most of these lines is for a considerably heavier business as the season advances.

GLIMPSES OF A MAJOR INDUSTRY



Activities along Portland's waterfront. Above—Loading wool at Terminal No. 4. Below—Unloading coffee at Albers Bros. dock.

Industrials

Random Observations in Portland Plants by an Inquiring Journal News Writer

How would you like to pay \$1500 for a single picture to be used in your advertising? Yes, we do it right here at home. Coles Phillips painted one bathing girl for the Jantzen Knitting Mills for that little sum. See it in the national magazine. Some bathing girl—my wife don't know I look at them.

Did you think that Kewpie dolls were an exclusive product of the effete East? Not so. Made in Portland also.

We are not good at statistics. But D. C. Freeman of the Associated Industries computes that if the noodles, spaghetti, macaroni and vermicelli made in Portland were laid end to end they would reach seven times around the earth and tie a double bow knot in the middle.

This is cutting 'em pretty close. On a sewer job B. F. Berdel bid \$524.47 and Charles Solomon bid an even \$524. He gets the job by a margin of 47 cents. Cement pipe made in Portland to be used.

What is reputed to be the first electric steel furnace in use west of the Mississippi river can be seen here at home. Put in by the Electric Steel Foundry just a little while ago—1913—it is now regarded as more or less obsolete and has been superseded by a late modern type.

"A prophet is never without honor save in his own country." There are still a few old-fashioned people that believe that a thing must be shipped a long way, or it is no good—that because it is made right at home it is made by inexperienced people and makeshift machinery. I got this story from excellent authority. A Portland manufacturer, when in the East, entered the national headquarters of the association in his line, at Chicago, and without mentioning his name asked where he could go to see the very latest in machinery and equipment in that business. He expected to pick up some points for use in his own plant when he returned. "The most modern plant in our line," he was told, "is not in this locality. As a matter of fact you will have to travel quite a long way to see it—it is located out on the Pacific coast"—and they referred him to his own plant.

Did you know there was a large plant in Portland that makes nothing but sash weights for windows? Yes—Leach Bros. makes lots of them. Question: How long does it take to wear a sash weight out? Married man on my right says depends on what it is used for.

TRADE REVIVAL FORECASTED.

St. Louis, Jan. 7.—Invigorating effects of depleted stocks in retail stores all through the South and West are being felt by the wholesale drygoods trade here. Advance orders are not only fair, and they have been, but good, and many out of town merchants are in the way of making purchases. Jobbing houses are anticipating large sales of white goods in the early part of January.

NEW HAVEN CARRIAGE & AUTO WORKS

Geo. Wagner and John Wagner, Auto and Truck Bodies, Springs, Wind Shields—Cabs Over Driver's Seat WE SPECIALIZE ON WHEELS Phone Broadway 1472 Cor. 5th and Everett.

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Commodity Briefs

STEEL—The Upton nut works of the Bourne-Puller company announced today that 800 men would be re-employed immediately. Vice President Chapin said business did not really require the hiring of that number but that the company was doing it to help out its old employees. Sixteen hundred are normally employed.

COAL AND COKE—Pittsburg—With contracts expiring January 1, more buyers are expected to enter the coke market. The A. M. Byers company is in the market for 15,000 tons monthly and the Sharon Steel company is seeking 11,000 tons monthly.

SILK—Paterson, N. J.—The sales of silk in this month have far exceeded those of December, 1932. Manufacturers have not advanced prices on finished products in the same ratio that raw silk prices have been advanced and buyers are manifesting interest in immediate deliveries and in spring fashions.

CHEMICALS—New York—Efforts to dispose of stocks of chemicals in warehouses here before the first of the year resulted in some price shading, although only small quantities changed hands, but it is believed the turn of the year will see a change for the better.

Experiments Are Costly

The wise buyer knows he is rarely successful in keeping his costs down, buying unknown and untried merchandise at alluringly low initial price.

The cost of undoing a poorly done job, through fault of poor material, increases first costs, sometimes to the point of losing legitimate profits.

Buy "Portland" cordage and assure yourself of maximum length and required strength, for your purpose, in rope and twine.

Our unquestioned reputation is your guarantee.

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(Reg. U. S. Patent Off.) Clover Leaf Brand Unexcelled



(Reg. U. S. Patent Off.) Seaport Brand A General Purpose Rope

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A home built of Real Clay Brick is a permanent asset, a home of beauty and a joy forever, rather than a constant burden for upkeep as is the case with light construction.

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Sisals Selected and Dependable

The Portland Cordage Co. Portland Seattle

The Outlook

The Worst in Business Is Passed and Recovery the Country Over Is Under Way

(Copyright, 1932, by the New York Evening Post, Inc.—Published by Arrangement) By F. Schneider Jr.

New York, Jan. 7.—While the present world situation still carries an abundance of uncertainties, the probability is that the worst of the depression is passed and that a gradual recovery in business has begun. Such a conclusion is justified on both theoretical and empirical grounds.

Rehearsing the sequence of events in the typical business cycle, it will be recalled that after a crisis has been bred of inflated costs and high money rates, the first sign of a break comes in the stock market. The next striking development is a decline in commodity prices, to be followed in turn by a slackening in the rate of business activity and depression. Still later in the cycle, money rates begin to fall. The first sign of

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Facts of Public Interest

Few people in Portland realize the magnitude of the Warren Construction Company business and what it means to Oregon in the employment of men and in the purchase of materials that go into road-building.

Location of Operations:

We are operating in all the Pacific Coast and Northern Inter-mountain states.

Volume:

The volume of business done outside the state during the past ten years has exceeded \$3,000,000.00 annually.

Home Product:

Over 200 men who live in Portland are sent out during the working season, and their earnings return here to support their families.

Much of the material used originates in this section, and thousands of tons pass over the docks in Portland.

We maintain a complete shop in Portland. It is erected on our own property, where we manufacture and repair our equipment, and upwards of 50 men are employed.

Our banking is done at the home banks in Portland, and bonds which are received in payment for work and collections pass through Portland bond houses and banks.

Guarantee:

Seventeen years' service on the principal streets of Portland and over eleven years' service in upwards of 150 cities in the Northwest, and the Columbia River Highway, now passing its seventh year of use, are the best guarantee for our efficiency and integrity as contractors.

Warren Construction Company

Wyberg Butte, Portland, Oregon. (P. O. Box 1186)