

YEAR AHEAD SHOWN BY SURVEY OF INDUSTRIES

Manufacturing Improves, Payrolls Increase, Unemployment Fades; State Optimistic.

The Associated Industries of Oregon made a rapid survey of the manufacturing and the industrial conditions throughout the state.

The results summarized are:
All the major manufacturing interests of the state report improved volume of business over last year; payrolls are larger; there is an absence of the troublesome condition known as the unemployed problem. Millions of dollars are going into industries and utilities indicating the steady pace of development of resources. Many manufacturing plants in Portland and the chief centers of the state are making large investments, increasing their capacity by providing additional equipment and building.

A big year is just ahead, is the optimistic expression of many executives in the industrial field, according to the Associated Industries reports. This reassuring outlook upon trade is based upon substantial premises.

MARKETS PUBLIC FAVOR

Oregon products and merchandise are selling in the public favor. The markets for our nationally distributed goods are widening; national advertising is advancing—and every advertising project means income and prestige for the state. The sole factor, lacking to make complete the picture of conditions, is the "off" prices for products of Oregon ranches; local ailments of the business system are due to the fact that the farmers have no surplus spending money.

While the people will never forget the ship-building payrolls, nevertheless, the war taught a lasting lesson to many of our industries. It caused them to find themselves and forced the realization that we could make many things which we had not previously attempted to make.

The result is indicated in the increase of several hundred new manufacturing enterprises and the number of persons employed and power consumed. There are numerous small plants and during two years last past some 500 infant industries perished. The government census for 1920 and 1921 will show a surprising increase in the number of small industries in the Portland district. They number around 770, exclusive of many industries formerly listed by the government as on the borderland of manufacturing enterprises. Shops and plants of the city are pioneering their way in the production of standard and desirable goods.

FRUIT CANNING GROWS

One of the outstanding facts is that the fruit canning industry in the Willamette valley, particularly around Salem and Eugene, is now rubbing shoulders with the \$10,000,000 salmon canning industry of the Columbia river. Woolen industries are lively; machinery and iron foundries and miscellaneous fabricating plants are doing much better than a year ago.

Among some of the important factory additions, locally, are the new plant of the Doernbecher Manufacturing company, the Stenno Paper Manufacturing company and the almost completed plant of the Bergmann Shoe Manufacturing company. The success of the Portland Vegetable Oil mill in distributing the large volume of its product generates new faith and enthusiasm in local industries. The Columbia Tire corporation is about to launch a new enterprise, the manufacture of truck, solid and pneumatic tires. The Willamette Iron & Steel company has aggressively taken possession of a new field, the manufacture of logging railroad locomotives, which achieves a distinction for Portland as a manufacturing center. The Carman Manufacturing company has made extensive improvements in turning out a new line of high grade furniture and has instituted an aggressive advertising campaign.

F. R. I. & P. SPENDING

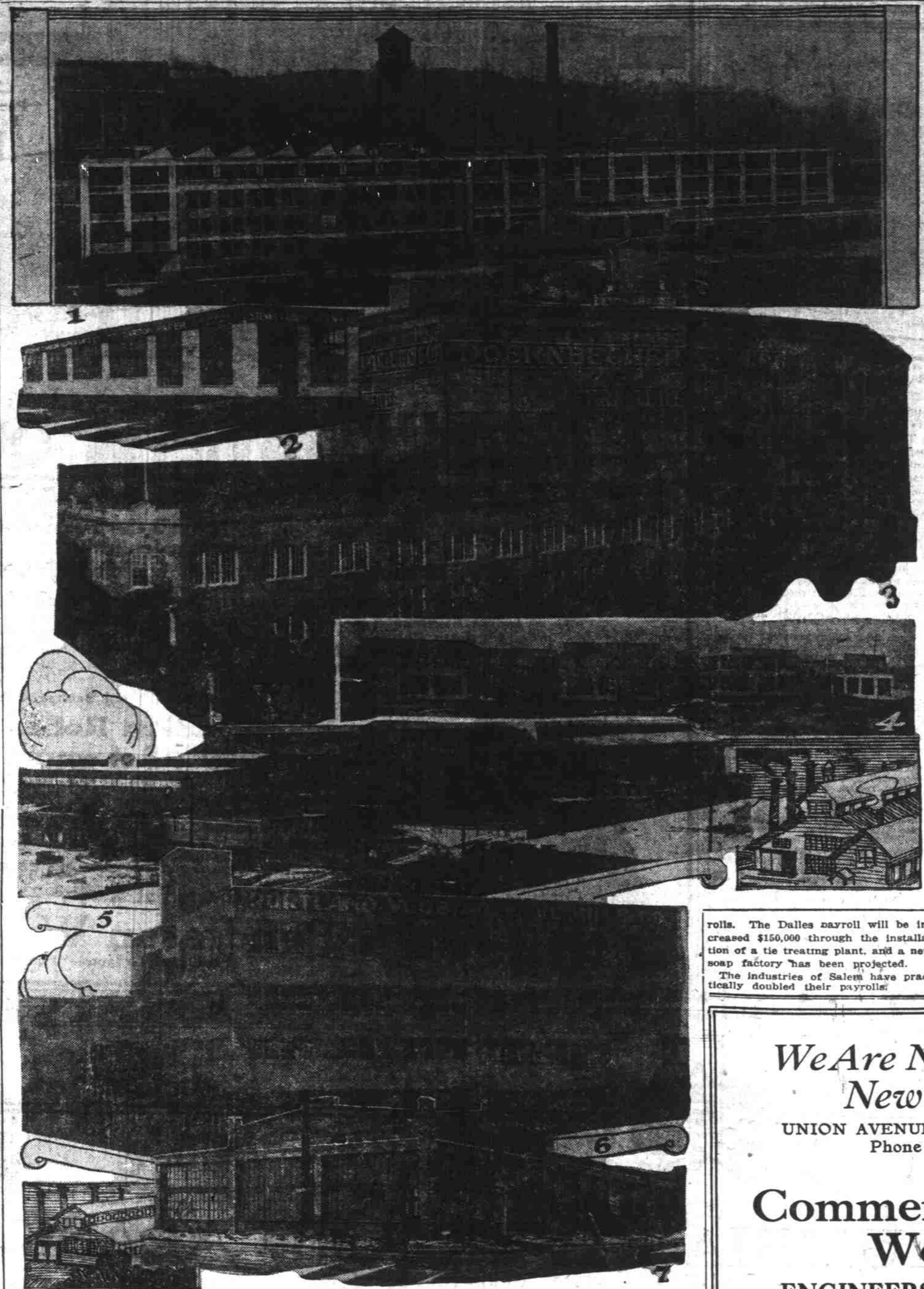
The expenditures of the Portland Railway, Light & Power company for much of the work on the Estacada power plant will aggregate a huge amount during the next two years, as it has in the past year, and this money in large measure is being preferentially expended for the production of local fabricating plants, assisting in the prosperity of local payrolls.

The Aladdin company and the Fenner company are exploiting Oregon as a productive center, with their factory cut houses. The Aladdin company is advertising the lumber products industry of this community in the Orient. A whole subdivision in the city of Tokio has been built of Aladdin houses. The Palmolive company, in its Portland branch, places on Portland's list another nationally advertised product.

A new enterprise in the manufacturing field will be the investment of the Portland Oxygen & Hydrogen company in a plant for the production of nitrous oxide, an anesthetic gas for the surgical and dental professions.

At Pendleton there is a house shortage and substantial increases in the annual payrolls which are in the neighborhood of \$40,000, exclusive of the railroad payroll.

DIVERSIFIED MANUFACTURING MARKS PORTLAND INDUSTRIES



Most of the plants pictured herewith represent this year's construction: (1) American Can company plant, with Montgomery Ward building in background; (2) Stenno Carbon Paper Manufacturing company plant; (3) Doernbecher Furniture Company plant; (4) new factory built for the Columbia Tire company; (5) Expanded plant of Willamette Iron & Steel company; (6) Portland Vegetable Oil mills; (7) Bergmann shoe factory, under construction.

At Medford fully 200 more men are steadily employed than at this time a year ago. One of the new industries was a new lumber mill and other enterprises are the extension of the P. & E. railroad and enlargement of the Rogue River Valley cannery.

BAKER PATROLLS GROW

At Baker all industries are carrying larger payrolls with consequently greater volume of production. At Bend the Pine Lumber mills are running full time as compared with only one shift in each of the mills last year and with a gain of nearly 500 men on the payroll. For 1922 and

upon completion of additions now under way, 800 people will be added to the payroll.

Eugene and Lane county enjoy almost \$3,000,000 payrolls. At Tillamook large sums are being expended in improvement of public utilities, while the manufacture of cheese is proceeding as progressively as ever.

At The Dalles the fruit and vegetable canning industries are putting

up a greater volume, although there has been some depression from the railroad strike, indicated in the payroll.

22-Acre Dairy Ranch

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137,000,000 Acres Of Forests Are Left

Of the original 222,000,000 acres of virgin forests in the United States, there now remain about 137,000,000 acres, according to estimates of the U. S. department of agriculture. Of this remainder it is estimated that 245,000,000 acres are restocking with

second growth, much of it of inferior quality, while 81,000,000 acres are said to be idle land, devastated and producing nothing but taxes.

Oregon Home of Champion Jersey

Oregon is the home of world champion cows. The champion Jersey cow among all classifications is an Oregon

cow. Seven of the eight world champion Jersey cows classified by age are also Oregon cows. The milk from Oregon cows is declared by specialists in infant diet to be the highest in the world in vitamins content. Vitamins are elements of growth and health.

At the Wind River Forest nursery near Carson, Wash., the United States forest service grows over 1,000,000 trees yearly for reforestation burned-over areas on the national forests in Oregon and Washington.

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