



Portland's Successful Women

BY DEAN COLLINS.

"THERE are ever so many more business opportunities open to women than one generally supposes; and if a woman is willing to do plenty of hard, steady work, consequently, she can create for herself a good place in the business world, without even ever stepping outside the 'woman's sphere'."

This is what Miss Harriet E. Moorehouse, manager of the woman's department in the Northwestern National Bank and Portland Trust & Savings Bank, has to say about woman's opportunities in the business world. And Miss Moorehouse really ought to know, for she asked her own opportunity and created her work in just the manner that she referred to.

Incidentally she stands in the position of a pioneer in the line of work she is following out, and her suggestions have been followed in the establishment of similar departments in banks in many other cities of the United States. But, standing in the position of a pioneer in the work meant several years of sustained effort and hard study and application to make a woman's department a thing of permanent place in the economics of the business world.

When one interviews Miss Moorehouse on her work, one develops a great admiration for her executive ability, and incidentally gets an entirely new angle to his view of woman in the realm of business. Incidentally also, one gets an improved opinion of the men of the present day—but of that, more later.



MISS HARRIET E. MOOREHOUSE.

Business Experience Liberal.

Miss Moorehouse did not know a great deal about banks and banking excepting from the outside of the wicket, when the opportunity to become a worker in the banking world came knocking at her door.

She had, however, 14 years of active and practical business experience to help her out and also the interest of being turned loose to work out a system for a department which was something quite new in banking in the Northwest—and practically new in banking elsewhere, for that matter. She came to Portland in 1905. Prior to that she had been associated with the National Biscuit Company, of Des Moines, and the company which preceded the National, for 14 years.

"In what capacity did I serve?" she says. "Oh, I was, variously, assistant to the manager, cashier, credit man, and several others. It was really quite a general and liberal business education."

Miss Moorehouse was not anxious to leave her position in Des Moines to come to the Northwest, and she had not the slightest notion or expectation of coming out here to go into banking. Fate or fortune took charge of that part of the game for her. In 1905 her parents' health became so poor that it was thought advisable to seek a change of climate, and for this reason they decided to come out to Portland and try the climate of the Northwest.

The bank that has since developed into the Northwestern National was then simply the Portland Trust Company. Benjamin I. Cohen was president.

Position Creates New Field.

In the fall following her arrival in Portland the bank offered her the position of manager of the woman's department, which at that time meant, not to step into a department that was already in operation, but to establish and develop an entirely new department.

Miss Moorehouse said to the bank officials that her previous business experience in business had been with men and that she had no experience in transacting business with women.

"Go ahead and establish a woman's department," said they, however, and so she set about to work the new department out, as best she could.

In the beginning her office was simply a corner in the old Portland Trust building down on Third and Oak, toward which she gradually gathered her clients, as the women who came

to the bank came to realize that an opportunity was offered them to deal with the bank through the sympathetic assistance of a woman.

In the new Northwestern National building, Miss Moorehouse's department occupies a very pretentious office, and thither come in the course of the month hundreds and hundreds of women, to ask advice and assistance as to opening accounts, handling their business with the bank, making investments, etc. Miss Moorehouse's work is large, by initiative and advisory. Many of her clients, after she has started them out in their business, deal directly with the bank in the usual way, but there are still hundreds of others who continue to transact their business through her office. And there are continually new women coming, with new questions to ask and new problems of business in which they need advice and assistance.

Women Learn Quickly.

"I can notice a very, very great change in the work since I began it in 1905," says Miss Moorehouse. "Women as a whole are becoming more businesslike; they are learning more and more the rules of the business game as men play it, and I can notice less and less difference between men and women in business as the years go by."

"Still there is and always will be a difference between the way men and women like to handle their business affairs and it is this difference that produced the line of work I am in and that has made it extend more and more widely in the dozen years since it was begun."

Miss Moorehouse meets in her office women of all types, from the small wage-earner to the woman of considerable means, and advises and assists them in starting their business with the bank and in investments and other transactions after they have established the banking connection.

"There is among women a desire for a more personal element in business relations than there is among men. A woman when she makes a business visit to one's office doesn't drive directly at

the point she is after. She likes to chat a bit before bringing up the business in hand, and she likes to feel a sympathetic personal interest from the person with whom she is dealing. It is this that created and this that has made permanent the institution of the woman's department in the large banks of the country."

Portland Sets Precedent.

Since the establishment of the department in the Northwestern National there has grown up—and Miss Moorehouse's efforts were very instrumental in bringing this about—a system of exchange between the banks that have women's departments in all of the leading cities, and a woman may carry a letter of credit from the woman's department in Portland to the woman's department in a bank in Chicago if she desires, without dealing through any other department directly.

After the establishment of the department in Portland—just to show how much the movement was pioneered in this city—inquiries as to the method of conducting this department of the bank's business were received from Chicago and many of the other large Eastern cities, from Germany, Australia, Honolulu and cities in Great Britain.

Miss Moorehouse organized, by mail, the department in the Continental & Commercial Trust & Savings Company, of Chicago, and in the Union Trust Company, of Chicago. The latter company, in recognition of her services, sent to her the first month's report of the new department, saying that as she had established it it was only proper that she should receive the first report.

"Women are doing more banking now than they were ten years ago," says Miss Moorehouse.

Women Handling More Money.

(This is where the interviewer develops an improved opinion of mankind of the present.)

"One very important reason for this," she continued, "is that the men are trusting more and more money to women to be administered. Husbands are

giving allowances to their wives more than they used to, and the women are drawing the checks for household expenses, etc., that the 'head of the family' used to draw.

"Many women also come through my office whose husbands have died leaving them considerable means, which, for lack of business training, they are sometimes at a loss how to handle. It is just such women as these that the 'sharks' in the business world are after, and a woman's department in a bank justifies its existence in protecting and assisting such women as these, if for nothing else."

"The woman's department in a bank can also be a powerful one in the promotion of thrift. Someone has said that extravagance is the national curse and thrift a lost art, and one is inclined to think for one thing, the element in my department, through advice and assistance, it is frequently possible to encourage and assist a young woman to begin saving and to develop the habit of thrift who would ordinarily spend all the money she earned as fast as she earned it."

Business Woman Womanly.

Miss Moorehouse emphatically believes that there is no special need of a revolution in the race to make it possible for a woman to go into business successfully, nor does she think that there is very grave danger of the stress and strain of business life making it impossible for a woman to balance and in which she can achieve success without losing a bit of her womanliness," she says.

As to the road by which one must travel to success, Miss Moorehouse does not recommend a royal one. Plenty of patience, persistence, conscientious work and courage under disappointment, these are the principal elements in the formula that she gives; and, in view of the results, it seems to be a pretty effective formula.

DESCHUTES EDICT MADE

METOLIUS RIVER LAND VALUABLE FOR TIMBER MAINLY.

Secretary of Agriculture Announces Classification After Reports Made by Foresters.

The Secretary of Agriculture classifies lands in the Deschutes National forest as chiefly valuable for timber and forestry purposes.

Forest Supervisor Merritt, at Bend, Or., has just received word of the final decision, by the Secretary of Agriculture, on an area of 23,500 acres in the Deschutes National forest, along the Metolius River. The Secretary bases his decision on detailed reports and cruises by forest officers, which show that the area includes a uniformly heavy stand of merchantable yellow pine timber, aggregating one-half a billion feet on the little more than a township of land involve more than the largest bodies of yellow pine timber on any National forest in the state.

The closest estimate so far made shows that the Deschutes National forest contains a stand of merchantable yellow pine, extending from the Warm Springs Indian reservation to the south line of Crook County, amounting to approximately 2,500,000 feet.

Reports show that the timber value of the land involved in this project is unquestionably superior to any agricultural use to which it could be put. It is probable that a small area along the banks of the Metolius River could be irrigated from that stream with water which otherwise would be lost in the desert lands east of the National forest boundary line. With this exception, it is probable that the need of water for irrigation on lands

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Universal — Note Mahog.	\$650 now \$415
Auto-Player — Large Mahogany	\$850 now \$445
Haines Bros. — Splendid Mahogany	\$950 now \$695
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outside the forest will consume all the water available from the Metolius River and other streams and lakes, including Suttles Lake.

Eighty-nine persons have applied for lands on this project. They will all be advised of the Secretary's decision. It is believed that a large number of the applications were made in the hopes of obtaining preference rights in case the lands were classified as agricultural after the timber was removed, as it is well known that the Forest Service would be glad to place any part of this large body of timber on the market.

Fish Law Violation Alleged.

TOLEDO, Or., Nov. 7.—(Special.)—Hurbert Churchill, who was arrested on October 29 by J. J. Gaitens, Deputy Game Warden, of Newport, on a charge of using a set net across the river, deposited a cash bond of \$53 to appear before Justice of the Peace Berry. Several other cases will be taken up in the near future for the alleged violation of the fish law.

STARVING GIRL RESCUED

Mrs. R. E. Bondurant Aids Children Whose Parents Are Destitute.

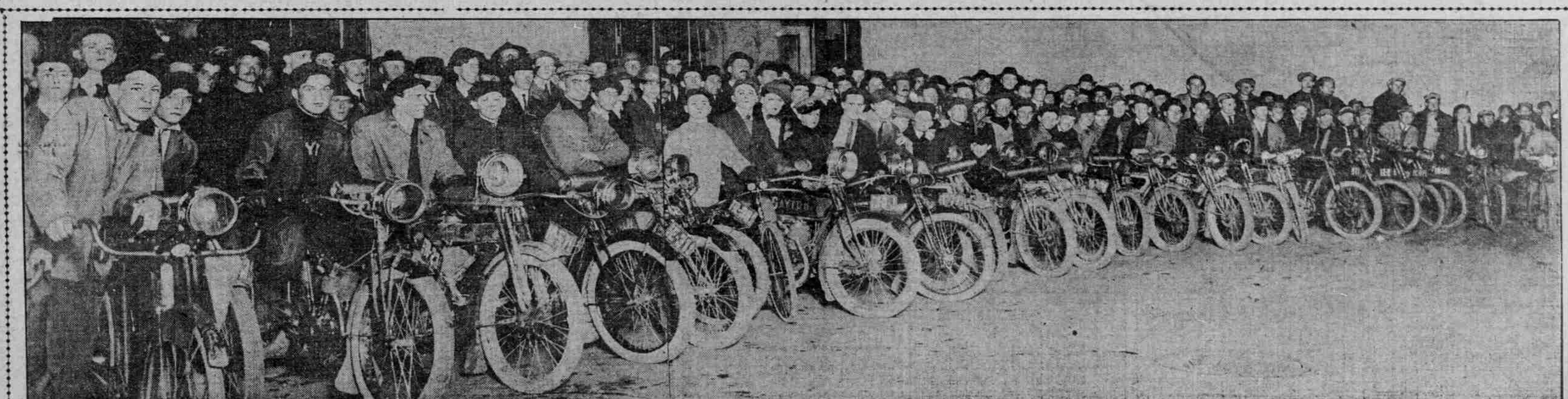
Mrs. R. E. Bondurant, chairman of the committee in charge of the charity card party given last Wednesday afternoon in the Hotel Benson, has had two calls already for assistance. One came from the mother of a little girl of 11 years of age, who is in need of food and care. The child weighs but 53 pounds and was starving when found by a social worker. The committee immediately ordered a quart of milk daily for her until she is stronger and the family is in better circumstances.

Another case that came to the attention of the committee is that of a small boy who had trouble with his eyes. An oculist was found who offered to treat the child free of cost, and as he was barefoot, the women bought him a pair of shoes.

In working for the success of the card party, Mrs. Bondurant was assisted by Mrs. Frank Menefee, Mrs. B. P. Weaver and several others. La Boheme quartet contributed music, Swiss Floral Company decorations, Pacific Coast Biscuit Company wafers, Pacific Stationery Company score cards, Meier & Frank punch, Benson Hotel the use of the room.

GATHERING ELECTION RETURNS FOR PRESS IS GREAT TASK

Readers of The Oregonian Get Available Figures and Accurate Forecasts Hours Before Count Is Completed Only by Gigantic Effort.



FLASHLIGHT PHOTOGRAPH OF MOTORCYCLE SQUAD USED IN GATHERING ELECTION RETURNS IN MULTNOMAH COUNTY.

To keep accurate tab on the count of votes as the count progresses throughout the state is the task of a metropolitan newspaper during a state election. It was the task of The Oregonian in Tuesday's general election. The success of The Oregonian in extending its comprehensive system of gathering returns into the 1467 precincts of Oregon was shown by the early figures presented to the public in the form of street bulletins and printed tables.

Hours before the counting of votes was finished in any precinct, The Oregonian was on the street with all figures available and forecasts upon the election. The predictions, as given after careful study of the tables compiled by The Oregonian election department, were practically all fulfilled to the letter by the complete returns.

In addition to gathering and compiling the returns for publication in the early and regular editions of The Oregonian Tuesday night and Wednesday

morning, the election department prepared totals every few minutes for flashing on the screen on the building at the northeast corner of Sixth and Alder streets.

Many Send in Figures.

While 60 motorcycle riders were speeding about Multnomah County visiting the polling places regularly each half hour, and a corps of 25 adding machine operators and the regular staff of The Oregonian were busy getting the figures into printable shape, the long-distance telephone lines and the telegraph wires were busy sending returns in from outside Multnomah County and the election centers in other states, where elections were held.

Until one has studied the system The Oregonian uses in handling an election it is impossible to get an idea of the extent of the work and the accuracy which can be maintained in following the vote as it is counted. The average person who sat at the breakfast table Wednesday morning and read the figures as presented in The Oregonian, did not realize what a gigantic struggle had been going on in the election department to get the figures and forecasts together and in type.

Of first importance, of course, was the polling places. To do this work 80 motorcycle riders and several automobiles were engaged to visit the polling places. Arrangements were made for a messenger to get the count from each precinct in Multnomah County every half hour from 9 P. M. until about 2 o'clock Wednesday morning.

Motorcyclists Work in Groups.

The motorcycle men worked in groups, each group having a headquarters. In one section of the county there were, for instance, 15 motorcycle men working out of one headquarters situated in a store. The headquarters was in charge of a man and was equipped with telephones connecting with The Oregonian. As the motorcycle men got the returns they hurried with them to headquarters, where the man in charge telephoned them directly to The Oregonian election department.

The figures were taken down on sample ballots by special telephone operators, to handle the service the Home and Pacific Telephone Companies in-

stalled 15 extra direct-line telephones in The Oregonian election department. On one telephone was a man taking the count on the returns for the candidates for Governor. Another took the returns for Governor. Each telephone had its work and each separate office or amendment was recorded on a separate slip.

Slips Are Assembled.

The slips were all assembled so that those containing the vote in the various precincts for Sheriff were all together. Those for the other offices and the amendments were likewise kept together. The set of slips for the office of Sheriff was given to one adding machine operator, those for Governor to another and so on, each office or amendment being received by a different adding machine operator. The operator running through the figures made totals for the various offices and amendments. Burrough's adding machines were used, because of their dependability.

As the count progressed and the totals were completed, the figures were placed on sheets and hurried to the office of William Goldman, of the Man-

hattan Life Insurance Company, on the second floor of The Oregonian building, where a stereopticon was used to flash the returns on a screen on the opposite side of Sixth street. Thousands of persons blocked the streets and cheered intermittently as the returns were flashed.

About midnight the motorcycle riders visited each polling place and got the complete count up to that time on all the offices and all the amendments and measures on the ballot. These were rushed to the election department, where they were compiled rapidly into totals. From these and from returns received from points throughout the state the forecasts of the outcome of the election were made.

Composing-Room Also Busy.

As the adding machine operators rushed through their work, members of the editorial and reportorial staff were busy getting the figures and reports into shape for publication in comprehensive style. The last, but not the least move in the task was converting these figures and the "story" into type in the composing-room, where trained

to-the minute linotype operators worked at top speed. The stereotypers and pressroom workmen were conspicuous figures in the rush. Owing to the necessity of getting the matter into type ready for the presses and for the distribution throughout the state long before the average person is out of bed, the early morning rush was intense. Every man of the 100 or so assembled in the election, editorial and mechanical departments had his part to perform. By careful arranging beforehand, everything went off without a hitch and the accurate figures were in the paper and on the front porches of the readers without a minute's delay.

The second night the work was as strenuous. The motorcycle riders were out the same as the first night gathering complete and incomplete precincts. In addition to this, 10 men were assembled at the Courthouse and made copies of the official count as the election boards reported in. These copies were rushed to The Oregonian election department, where they were compiled into totals. The motorcycle riders gathered up the vote up to midnight

in the precincts where the count was not yet complete.

Complete Figures Obtained.

These operations were kept up until the complete official count in every precinct in the county had been procured and compiled with the totals made by The Oregonian.

While the struggle in Multnomah County was under way, there were regular and special correspondents in every part of the state gathering the returns and sending them to The Oregonian by telegraph or long-distance telephone. There was not a section where The Oregonian did not have a man or woman gathering the returns as the vote progressed.

Out of Oregon, the returns were gathered by the Associated Press. In some of the outside states special reports were procured by The Oregonian. To the reader who sees the figures and election stories set forth in cold type, it might seem an easy task. To a big newspaper which is looked to by its patrons for complete and accurate reports and figures, there is no more strenuous or costly task than that of handling an election.