

UNITED STATES LEADS WORLD IN BUSINESS IDEAS

German Merchants Have None of Aggressiveness That Is Seen in American Cities, Says Joseph Shemanski.

Joseph Shemanski, manager of the Portland branch of the Eastern Outfitting company, has just returned from a three months' trip through Europe with his brother Adolph Shemanski, manager of the Seattle store. The trip was a combination of pleasure and business with the primary object of investigating the business methods of the European department stores in order to secure if possible more advanced ideas.

"Europe may be ahead of the United States in a few things, but Americans should be perfectly satisfied to stay at home," said Mr. Shemanski. "Germany is ahead of us in the matter of wagon roads and in keeping them up. In attractive monuments they also lead. Switzerland has beautiful mountains, but they are artificial in many ways and cannot be compared to ours in western America. Two weeks in Yellowstone Park are worth more than two weeks in Europe."

More Business Here. "As for business ideas, no one need go across the ocean. Rather the merchants there should come to America. Among the German merchants there can be found none of the aggressiveness that characterizes the American. They are satisfied with smaller profits and less business."

"In the European stores there is an entire lack of the system which is so complete in the stores of our country. They have no automatic cash or bundle carriers. Everything is done by the clerks. After a purchase the clerk who waits on a customer takes the package to the wrapping counter instead of sending it in an overhead basket or calling a cash boy and the customer is given a bill. On paying the bill the customer is given a receipt which must be handed to the wrapping clerk and the bundle is then looked up. The system is extremely slow and would cause a storm of protest from the American woman. The delivery of packages is also handled in a very slow way and frequently packages will be several days reaching their destination."

Train Our Help. "One department store in Berlin employs only inexperienced help as beginners. The manager says he can train his help as he wants them trained and does not have to change their methods. In this store there are four instructors whose sole duty is to train these new clerks. They are shown materials and the methods of manufacturing the materials are explained. Then they are shown the methods of making the garments and trimming them. The same method of training is followed in all departments. By this means the clerks are taught to talk intelligently on the merchandise they handle."

"The employees in the European stores are paid proportionately less than they are in this country and do not receive as good treatment as they do here. Exceptionally good work is not recognized by advancement as quickly. Very little attention is paid to their comfort."

"A strange sight in Paris was the display of bargains on long tables on the sidewalks outside the store instead of in the basement or on the first floor as is usually the case here."

No Thought of Expense. "A full corps of clerks, with floorwalkers, wrappers and cashiers take care of the crowds. The tables are protected by awnings, but all of the goods must be moved into the store at night and out in the morning. They also get soiled out in the dust. There seems to be no thought of the expense and labor used in these stores. The stores cover more ground, but none that I saw was over five stories in height."

"In the matter of style, Paris has gone mostly to novelties. The harem skirt is not seen on the nicer women. The skirts now worn are split a short distance up the sides. We brought several models of these back with us, but had buttons and buttonholes put on so that the skirt may be changed to the solid piece skirt. The Parisian and German styles are not susceptible to American women and need to be adapted. The foreign workmanship is also far superior to the American work. We brought many models back with us and are having them made up in New York. "We spent the fourth of July in Berlin and the American consul told us there were 1470 Americans there on that day. He also said that as a rule there were 1000 Americans visiting the city every month and often many more. It seems a pity that all these people must go to Europe and leave their money when there are so many far finer attractions here in America. I do not think I will return again very soon."

AUTO RUN TO SEA BEGINS TOMORROW

Cars Will Start From Portland Hotel at 6 a. m. for 137.5 Mile Trip.

Everything is now in readiness for the Portland Automobile club's banner run of the year, to Gearhart beach, tomorrow morning. The cars will line up in front of the Portland hotel at 6 a. m. President Clemens, in the press car, will give the signal to start. Members of the committee in charge of the tour will be in various cars to direct the run.

"Indications point to a most successful outing," said Julius L. Meier, chairman of the committee. "A large number of automobile owners have signified their intention to make the trip," he continued, "and the run will no doubt go down in the history of the club as one of the most enjoyable ever undertaken."

"We have received word from storekeepers at Mist and Banks that they will have a supply of gasoline and lubricating oil on hand. There will also be a repair car to give assistance to any cars that should meet with an accident."

To Scatter Confetti. "Confetti will be scattered at road crossings to indicate the highway leading to the sea."

Entries for the races are now being received. The first race will no doubt be between the larger and faster cars and will be something in the nature of a speed contest. The fastest car will then enter the race for the Carl R. Gray trophy. The second race will be for cars of 20 horsepower or under for the Astoria Centennial trophy and the third race for runabouts. Hotel Gearhart has offered a beautiful cup for the winner of the small car race.

Club members wishing to ship their cars will receive all information by applying to members of the committee or to the North Bank railroad freight department. Arrangements have been made for a special rate for cars and they will be shipped through without delay.

Astoria to Compete. The persons giving notice that they will make the trip will have accommodations reserved at the hotels. President Clemens is also arranging to take care of club members at several of the cottages at Gearhart.

Starting at 6 o'clock tomorrow morning the club members will have the day for the run. Friday is Portland day at the Astoria Centennial and this will serve to attract many visitors to Astoria. Members of the Portland Automobile club will go to Astoria in a body and will spend Saturday at Gearhart beach for the races.

Astoria automobile owners will turn out in large numbers and several fast cars will be entered from that city for the races. These races are to be strictly gentlemen races, and all cars entered must be driven by their owners. The speedometer distance between Portland and Gearhart is 137.5 miles, so the trip will not be a hard run for any amateur driver.

Up to noon today 17 cars and 57 passengers had registered for the run. The roads are reported to be in excellent condition and 20 construction crews have been at work constantly improving the worst stretches.

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EUGENE LORTON IS SUED FOR DIVORCE; DESERTION

(Special to The Journal.) Walla Walla, Wash., Aug. 23.—Suit for divorce has been begun by Mrs. Sarah M. Lorton against Eugene Lorton. She asks all the community property and \$100 a month alimony. The answer filed by Lorton agrees to this and admits the charges. The Lortons were married in Sabalia, Idaho, in May, 1910. Lorton deserted her, and although importuned by their friends, has never returned, she says. He has begged for a divorce, she states. Their community property is estimated at \$8500.

Lorton was formerly a well known newspaper man of this city and was made a member of the state board of control by Governor Cosgrove, resigning when M. E. Hay succeeded to office. He is now publishing a daily newspaper in Vancouver, Wash. There are four children, all girls, one of whom is of age.

Propaganda of Portland Chamber of Commerce

(From Chamber of Commerce Bulletin.)

Oregon's industries require boosting.

Not only of a verbal nature, but also of a material character.

This state has numerous factories turning out a variety of products.

These products should be utilized at home.

The various States are each promulgating the idea of home industry. If they succeed and OREGON does not respond to the call, the industries in this State, as is apparent, will suffer.

OREGON'S factories are as yet but few, but these few turn out goods of quality.

Why not give preference to these?

Encourage them, thus increasing their output, increasing the number of employees and directly encouraging and increasing the number of new factories.

Oregon Life is the only Life Insurance Company "Exclusively Oregon" and is one of the very best factors in the upbuilding of a Greater Oregon.

Oregon Life is the only company where all supplies used are manufactured in Oregon. All officers and employees live in Oregon and spend their money in Oregon.

It is of vital personal interest to every Oregonian, be he mechanic, farmer, merchant, clerk, doctor, lawyer, or banker, to make it a personal matter that Oregon Life be given preference on every possible occasion. Oregon's financial future will be strengthened by such a course.

TELLS JUST HOW LAFFERTY LETTER REACHED PAPERS

Piqued at Insinuations Cast by Congressman, Baldwin Reveals Details; Another Flirtation Revealed.

Washington, Aug. 23.—Edward D. Baldwin, formerly secretary for Congressman Ellis, who was accused by Congressman Lafferty of spreading the story of Lafferty's letter to Miss Kubel, and of trying to hold up Lafferty for money, has made a statement denying the Lafferty allegations.

Incidentally, Baldwin tells a new story of Lafferty's flirtation with a waitress in a Washington restaurant. Upon this circumstance, he narrates, a reporter for the Washington Times first hit the Lafferty trail. In his statement he says:

"Practically every statement made by Mr. Lafferty in this case in his effort to excuse himself for his violation of the proprieties in his actions toward Miss Kubel has been proved false by his own admissions. His insinuations concerning me are, equally so."

"His statements concerning me are quite rambling, but seem to me to divide themselves naturally into two classes. First, those in which he states that I was bending every effort to get the story into print; second, those in which he seems to insinuate that I, through F. H. Barrow, at the same time tried to hold him up for money if I would suppress the story. In his desire to accuse me of everything he could think of he probably failed to note the flagrant inconsistency here."

Where Story Started.

"The Kubel story began to spread from a bunch of high school friends of Miss Kubel. To those who have been in Washington during the past two months and known how widely it has been gossiped about the city, it seems preposterous to assert that anyone could suppress it, or that any man of sense who desired to have it suppressed would consider for a moment investing a dollar to keep any one person from circulating it. In an ordinary day one would hear it half a dozen times from widely different sources. No effort was needed to get it into print; it was only a question of time when it would break. I have at all times gossiped freely concerning the Kubel letter incident to newspaper and other acquaintances. "His impressions concerning my efforts against him are largely the result of a joke put up on him by several newspaper boys."

Saw Baldwin in Dreams.

"They knew that Lafferty was aware of my openly expressed contempt for him as a man and as a congressman. They also knew that Lafferty was worried day and night for fear the Kubel letter story would get into print and hurt him politically. So he was put through a regular course of teasing after his return from Canada. Hardly a day passed that it was not suggested to him in some form or other that I would get the story published. Finally he saw Baldwin in his dreams; and I was told by one of the newspaper boys that he cursed me eloquently and said that no one could be a friend of mine and his at the same time."

"Nor did I, as Lafferty alleges, 'peddle' the story to the Washington paper. The real story of how they learned of the 'bachelor-without-a-family' letter has never yet been told in print. I have no wish to add to Lafferty's present notoriety, but his statement in this particular forces me to tell it."

How It Happened.

"This is how it happened: On the evening of July 13, in company with three friends of mine, living at the Young Men's Christian Association, I went into Wallis' cafe on Twelfth street at supper time. As we crossed the room I noticed Lafferty seated alone at a table in the center of the room 'making eyes' in a most conspicuous and disgusting manner at one of the waitresses. As my friends went on to get a table I stopped for half a moment to 'jolly' Lafferty on it, then passed on, joining my friends just as they were getting seated. In explanation of my brief absence I pointed out Lafferty to them, told them he was a congressman, and, while we were waiting to be served, related to them the story of the letter to the high school girl, which was then current gossip. One of the boys was J. Lloyd Wright, a reporter on the Washington Times. He thought the incident good for a 'story' for his paper, reported it to his city editor, and was assigned to 'work it up' the next day."

Interviews Lafferty.

"In doing so he interviewed Lafferty. The latter immediately couched this circumstance with the episode in the restaurant and jumped to the conclusion that I 'carried' the story to the Times. Thus an accident plus a little flattery helped to give him the publicity he so much dreaded."

"To those who have known me since I came to Oregon as a boy 5 years old it seems almost a waste of words for me to say that I regard such a form of blackmail as dishonest."

"So thoroughly has Lafferty's veracity been discredited during the past few days by his own statements that it seems a waste of time to deny his insinuations, yet I bear in mind that as irresponsible as he is, his position as a congressman is such that anything he might say, no matter how false or improbable, might be believed by many if not contradicted."

"I also bear in mind that there are thousands in Oregon who never heard my name before this, and that the reputation of a young man about to embark in law as a profession, where his honor is his chief asset, is a thing which cannot be too zealously guarded. For these reasons I have gone into detail regarding Lafferty's insinuation, which is without a shadow of foundation or truth."

BAND CONCERT AT CHAPMAN SQUARE

Brown's park band will play a concert at Chapman Square, Third and Main streets, this evening. The concert will begin at 8 p. m. and the program will be:

March, "The Fairest of the Fair" Sousa
Waltz, "Betrothal"
Game Selection, "Golden Bells"
Caprice, "Golden Bells"
By request, "Uncle Tom's Cabin" Lampe
Intermission.
Scenes from "The Bohemian Girl" Balfe
Entr'acte, "Coppelia" Delibes
Descriptive piece, "A Hunting Scene"
Bucoloid
Medley overture, "Bits of Reminds Little Lampe
March Comique, "A Slippery Place"
Hacker
Extra we will be played at Mount Tabor park Friday evening at 8 o'clock.

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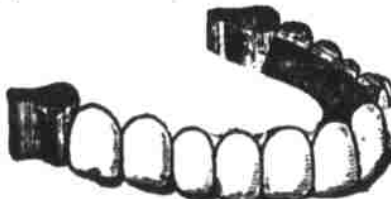
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