

SCIENTIFIC METHODS IN MARKETING OREGON PRODUCTS, PROPOSED

State Horticultural Society Committee Will Present Plans at Banquet.

Week's Program. The annual meeting of the Oregon State Horticultural society will be held Wednesday, Thursday and Friday of this week. All sessions will be held in the central library, except the banquet, which will be held Thursday evening at the Portland Commercial club.

By Marshall N. Dana. The State Horticultural society will furnish, at its meeting in Portland, this week, a practical application of the proposition, stated in The Journal November 23, that the obligation in the development of Oregon rests not alone in attracting the newcomer to the soil, but also in presenting speculative prices, helping to solve problems of production, facilitating transportation, and scientifically organizing to find profitable and certain markets for products.

Attitude Not to Criticize. The committee insists that its attitude is not of unkind nor destructive criticism. It will offer a suggestion that is more idea than plan of procedure, and that articulates closely with the plan of organization to be submitted by the Chamber of Commerce this week.

Encourage the organization of at least 100 fruit growers' associations in western Oregon along such lines as would warrant them credit as organizations, instead of making individual members liable as is the present practice. This means really substantial and practical organization with equipment adequate to standardize fruits and plant and sufficient to prepare fresh, dried and canned fruits for market.

Make Portland the distributing center and central agency of the cooperative local associations, with organization adequate to the distributing and marketing of products in this country and abroad upon the opening of the Panama canal.

For everything that grows, if of standardized grade, markets may be found and prices obtained that will profit all concerned, including the producer who, under present conditions, is frequently the helpless victim of haphazard marketing methods.

Committee Does Work. The committee that has done the work and prepared the recommendation consists of H. B. Miller and Colonel Henry E. Dosh of Portland and W. K. Newell of Gaston. They consulted the banquet committee and on Thursday night it is proposed to clearly outline the conclusions reached after long investigation and deliberation.

It was at their suggestion that consultants of the United States made reports on foreign markets for American products with especial reference to the Pacific coast, these showing most conclusively that in Great Britain, Germany and other countries the market waits for the fresh, the canned and the dried fruit of Oregon, especially after the opening of the Panama canal when the freight rate may be reduced more than 50 per cent. More direct marketing methods must be planned in advance of the canal opening and the backing the plan gets must be substantial.

Points to Example. As an example of efficient local organization, he calls attention to the Eugene Fruit Growers' association which began by handling fruits and growers' supplies only, but, responding to need and demand, has added new departments rapidly until it is in position to direct nearly all the activities essential in a comprehensive organization, including the standardizing of fresh fruits, the drying and canning of fruits and their standardizing.

POWERFUL LEAGUE TO MARKET ALL KINDS OF FRUIT TO BE LAUNCHED

Chamber of Commerce Will Undertake to Bring Growers Together.

Designed to include every fruit grower in the state, the organization, selling agency and all financial and commercial interests through Oregon, and the Washington and Idaho districts within the Columbia basin, a powerful league to deal with the production and marketing of fruit will be launched in Portland this week by the Portland Chamber of Commerce.

Protection of Great Enterprise. It involves the protection of one of the northwest enterprises. The orchard areas in the territory described are owned by approximately 10,000 growers, while the invested value of the lands is conservatively estimated at \$100,000,000. This doubtless the value of the entire west growing acreage in Oregon; one third greater than the value of all livestock in Oregon and Washington, which official statistics state to be \$113,900,000.

Nothing Definite Arranged. With the opening of the canal but a few months away, nothing of definite nature has thus far been arranged for by the various coast ports.

The Panama canal has long been looked forward to as a possible aid to the progress of the northwest fruit industry. Today it is admitted by a large number of growers and business men in general, as indispensable to its expansion.

Every phase of the fruit industry will be broadly exploited and systematized under the new conditions. Dried fruits, canned goods, and the development of byproduct utilization will be covered, as inseparably connected with the orchard and garden pursuits.

The organization is to be wholly constructive in all its operations, and the embodiment of practical cooperative efficiency. It will work in the closest harmony with every possible interest. Its activities will be beneficial, and not inimical, to the transportation interests.

The movement of great tonnage via the sea will relieve the pressure of a great output of expensively produced fruit, that today is forced into markets which, under the prohibited laid down costs, are inherently restricted, and incapable of greater expansion.

Interest and Importance. It suggests the further consideration of establishing the necessary cooperation between the growers, bankers, business men, transportation agencies and commercial organizations to systematically produce, standardize and market the whole range of Oregon agricultural products.

Youth Is Pardoned. Albany, Or., Dec. 6.—On recommendation of County Attorney Gale S. Hill, Governor West yesterday pardoned Curtis Sutton, the 19-year-old lad who was sentenced to 25 days in the county jail on a charge of larceny. The youth was taken to his home in Salem by his father.

"TEA DANSANTS" HIT WASHINGTON HARD

Society at National Capital Spends All Its Afternoons Dancing Now.

By Burton K. Standish. (Written for the United Press.) Washington, D. C., Dec. 6.—Well, they're here at last, after long months of hopeless waiting. "THEY" are the "tea dansants," like they have in those

dashing cafes in New York and the "quarter Latin," just like Paris or Berlin and the other up-to-date continental capitals. Are they popular? To answer that question, all one has to do is take a little jaunt to the local scenes of activity. At the Shoreham hotel, where the management has inaugurated the afternoon fishwalk thing allied with tea, cakes and an occasional highball for the daring, can be found Washington's society bunch. Young and old, official and unofficial, they're all wiggling and wiggling merrily to the strains of fast-time music, in their best afternoon clothes.

Over on Eighteenth street some wise young real estate adventurer remodeled an old colonial house, got a painter who understood what an old English letter in active operation meant, and hung out the sign, "Studio Hall." He also threw in a lot of windows, some queer looking rooms and fireplaces, and the activity was on.

cent announcements that dinners could be had in the dining rooms. So successful have the first few afternoons been that other hotels are sitting up taking notice, and it is rumored that two more will soon begin the afternoon dance thing, with some novel innovations. And a New York cafe proprietor is in Washington, seeking a site for a cabaret cafe, where one can dance in between courses—and the tables.

arranged. This is the result of the adoption of woman suffrage, making the precincts too large as they are at present. The county court which is now in session will commence work Monday, when representatives from each district will be present.

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