LANE COUNTY PLAN IN MANAGEMENT OF CREDITS IS ADOPTED

Oregon Retail Merchants Find Much Favor With the Idea and Recommend It.

WORKINGS ARE EXPLAINED

Merchants Saved Much Money in Manner of Collecting Bad Debts and Giving Credits.

The Lane County Retail Merchants' Credit association plan was formally adopted by the Oregon Retail Merchants in convention here last week and recommended to other counties of Oregon. I. T. Nicklin, secretary of the association, described the plan in an address.

"During the year 1904," said he, "dead beats became so numerous in Eugene that some of the business men decided to take action that would give them a chance, at least, to 'save their shoe strings from the "leeches.' In January, 1905, 13 of the prominent business men of Eugene met and organized the Mercnants' Protective association.

"At first no effort was made to collect bad accounts. There were 'black' and 'shady' lists. A member of the association would write a debtor that if he did not call and settle the account by a stated time he would place it in the hands of the association. When the name of a delinquent was brought before the association as to whether he was 'past redemption' and to be placed on the 'black list' or if he belonged to the class that might possibly be redeemed and if so he was placed on the 'shady list.'

Much Money Saved.

"Later, rules and regulations in reference to solicitation for money and advertising schemes were adopted. It would be hard to estimate the amount of money saved to the business of Lane county by the action of the association on these two matters. In former years, if the farmers wanted a telephone line, a stretch of road repaired, or if some widow lady's sick cat passed to the great beyond, some person would start out with a subscription paper and the merchant would be pestered until he put his name down for a stated amount in order to get rid of the nuisance. All this has been changed. Now the merchant says: 'This proposition will have to be indorsed by the Lane County Credit association before I can consider it.'

"The association started a campaign for the advertising of Lane county. The work became too extensive for the association to handle. At the time the Eugene Commercial club was doing very little, so practically every member of our association joined it and the promotion department was organized with a man employed to devote his entire time to the work."

10,000 Names in Book.

Mr. Nicklin related how the credit association found it necessary to employ a man full time to care for its work, and how, when he was made secretary, he got out a rating book covering the entire county. The book has since been revised to keep it up to date. It is a loose leaf book and has a report on 10,000 persons.

"We do not attempt," he continued, "to rate a person as to his or her financial worth; we simply report as to their record in meeting their obligations."

He listed some of the soliciting schemes that were "turned down." A man from Elkton, for instance, came to testify as witness in a murder trial. While absent his home burned. The association refused permission for the solicitation of funds to rebuild the home. Two foreigners soliciting cash for widows and children in Asia Minor were rejected. Almost every advertising scheme was negated. Most of the charitable enterprise were similarly frowned on.

After several years of experience the name was changed from the "Merchants Protective association" to the "Lane County Credit association." With adequate membership and dues co-operation of members, organization of work having practical value, and a "live wire" secretary, any county association should succeed, said Mr. Nicklin.

ANXIOUS MESSAGE SENT

Does anyone in Portland or vicinity know of the recent death of a young woman by the name of Anna Katrina Nuhse? John N. Nuhse of Granite Falls, Wash., wired Friday to George Menzel of the Washington Street Public Market, asking him to have the body of his daughter cremated. The message said that an undertaker, by the name of Underwood, had telephoned by long distance from Portland, stating that the girl was dead, and asking for directions. Nuhse felt he could not afford to have the body sent to Granite Falls, and decided to have it cremated. Both Menzel and Detective Hawley have been unable to locate the body.

Switzerland uses a greater proportion of its available water power than any other country.

RUPTURED?

You know the discomforts of an ill-fitting truss, the distressing, discouraging feeling of a rupture not properly held.

The Seeley Truss recommended by us, gives you immediate relief. Our skilled operator guarantees perfect fit. Hundreds of satisfied patients testify to the efficiency of the Seeley truss properly fitted. Remember the Woodard Clarke & Co. guarantee backed by a reputation of 50 years' standing is behind this service.

Let Us Explain Personally.

Woodard, Clarke & Co.
WOODLARK BUILDING
ALDER AT WEST PARK

WASHINGTON LODGE SPRINGS SURPRISE ON MASONS IN ALBANY

JOLLY THRONG PAYS RETURN VISIT TO THE MASONS IN ALBANY

Over 250 Members Journey From Portland on Special Train; Degree Work.

Silver Trowel Presented.

(Special to The Journal.)

Albany, Or., Feb. 20.—Washington lodge of Portland cemented its friendship with St. John's lodge of this city this evening in symbolic fashion. Few of the members of the visiting lodge were aware of the surprise in store for them when Master Young of Washington in a few well chosen words presented the host lodge with a solid silver trowel suitably engraved, the gift of the officers of Washington lodge.

The two lodges became acquainted in the recent visit of St. Johns to Washington in Portland and the greeting at the depot was of a warm and personal character. Led by the Shriners' band, the guests and their hosts in parade wound their way to the lodge hall this afternoon after a 2½ hour run over the Oregon Electric from Portland.

At the handsome masonic hall the guests were met by another reception committee and escorted to the lodge room.

The master of St. Johns lodge introduced Dr. H. M. Crooks, president of Albany college, who welcomed the visitors in a scholarly address. Replying for Washington lodge, Dr. J. P. Groat upheld the honors of Willamette with a reply full of genuine wit.

After a banquet beautifully served in the lodge dining hall, the duties of the evening were taken up and the crack team of Washington gave an exemplification of degree work.

Top—Degree team of Washington lodge about to board special train.
Bottom, left to right—F. M. Peterson, senior warden; H. H. Young, worshipful master, and R. F. Hurlburt, junior warden of Washington lodge.
In circle—Dan Johnston, worshipful master of St. John's lodge, Albany.

When a four-coach special train pulled out of Portland over the Oregon Electric tracks yesterday afternoon it bore between 200 and 300 members of Washington lodge No. 46, A. F. and A. M. on their way to Albany, where the degree of master mason was exemplified last night by the Washington team for the benefit of visiting fraternalists from all parts of the Willamette valley as well as for members of St. Johns lodge No. 17 of Albany.

It was a merry throng that boarded the train headed by H. H. Young, master of the Washington lodge, and every man aboard it was a mason, including the train crew.

When Conductor F. I. Williams, signaled the motorman, F. C. Webb, he used a masonic sign instead of the customary highball.

Brakeman Green and W. W. Doran, both members of the order were compelled to use a truly Masonic grip on several fat and perspiring individuals who were belated and could not board the train without such assistance.

In addition to the lodge members, 35 members of the Shriners band were aboard with musical instruments and all primed to furnish music aplenty during the evening.

Officers All Present.

All of Washington's officers were present. They are:

H. H. Young, W. M.; F. M. Patterson, S. W.; R. F. Hurlburt, J. W.; R. B. McClung, treasurer; J. H. Richmond, secretary; John M. Lewis, chaplain; Robert A. Down, marshal; C. J. Carpenter, S. D.; J. W. Little, J. D.; A. H. S. Hafferdon, J. S.; J. D. Kiev, J. S.; Thomas H. Brickell, tyler; Irvin R. Fox, organist.

Washington's degree team is said to be one of the best in Oregon. Those comprising the team that went to Albany were:

Washington's Degree Team.

W. W. McIntosh, E. W. Webster, A. H. S. Haffenden, B. F. Van Kirk, B. B. Brachi, R. B. Compton, A. H. Barbour, A. Y. Mayhead, E. O. Henry, A. King, E. D. Patterson, Chas. Krebbs, Tom Newstead, W. B. Miller, John Fanley, Geo. H. Botsford.

Among those who traveled to Albany aboard the special were:

Many Members Took Trip.

A. H. Barbour, B. B. Brachi, J. T. Brickley, Bronner, Isaac Butler, R. F. Bowman, M. E. Beaty, W. L. Bishop, J. G. Bennett, John Barton, H. B. Clement, R. E. Crego, R. B. Compton, H. T. Clarke, T. A. Cordey, Robt. Callan, J. K. Carr, G. R. Clapp, W. C. Davis, Dowell, R. A. Duffield, L. Du Puy, W. W. Downard, E. P. Evans, A. W. France, Angus Fleming, K. S. Faucette, J. Fairley, Chas. H. Fox, Irwin Fox, R. J. Fuller, H. Farow, M. P. Flavin, J. P. Grant, Geo. Gerrett, J. S. Gilkey, John Henry, E. F. Henry, J. D. Henry, Bert Illingley, James Haydon, F. Halfpenny, F. Holland, John Hansen, H. M. Holden, E. L. Hawley, C. A. Holm, C. A. Hood, C. E. Headly, Harry Johnson, T. E. Kirkland, Chas. Krebbs, J. Krebbs, A. King, Charles Kruze, W. Keller, H. E. Kizer, Homer H. King, DeWitt Lyman, E. H. Lampert, E. L. Lane, H. M. Leighton, Mayhead, H. W. Mathison, W. B. Miller, J. J. Metzler, Wm. Morrison, W. W. McIntosh, B. L. McClain, M. B. Meacham, Tom Newstead, A. Oglibby, Walter Phillip, E. T. Price, C. Price, Dr. P. S. Post, F. E. Peterson, E. D. Patterson, Roy Quackenbush, A. Riese, W. A. Rood, R. E. Romine, L. N. Spencer, W. P. Snook, Dan Stokes, Charles Savarian, L. F. Schuele, Clyde Schields, D. Strohecker, G. P. Sinks, R. J. Streicher, R. Shand, J. L. Stuart, G. H. Shipley, Lloyd Scott, James R. Stuart, C. G. Tipton, E. M. Tucker, J. L. Travis, C. B. Travillion, B. F. Van Kirk, W. H. Wagner, R. R. Walsh, E. W. Webster, J. O. Wilson, A. H. T. Williams, Howard Wilson, A. F. Wilsey, Fred Twohy, Dr. Yelding, J. N. Wheeler, R. B. Word, William Anderson, J. M. Atterburry, F. J. Berman, William Bethune, K. A. Brant, Charles Catlow, C. H. Day, Vincent Circle, C. L. Dutcher, L. E. Clements, A. P. Deegan, L. G. Darling, F. M. Dobbs, A. B. Davis, Clyde Evans, Albert Ehlers, Emmett Eller, E. H. Fryermuth, Charles Hallock, Ralph Hopkins, R. H. Hopkins, F. H. Huddelson, C. L. Jones, C. D. Jamieson, R. S. Jamieson, J. R. Kelly, P. A. Kennedy, P. P. Kilburn, A. P. Lamont, H. J. McIlvain, J. B. Reedham, John Myers, E. W. Ring, H. D. Rasmussen, E. L. Rice, W. R. Timball, T. H. Shobe, W. L. Wallace, R. E. Watkins, Charles Weiderman, J. W. Welch.

Shriners' Band Accompanied Party.

The members of the Shriners' band on the trip were: F. Lucas (director), H. R. Adrian, M. Armstrong, W. M. Bequeaith, A. Y. Beach, W. B. Buffum, C. A. Ball, A. S. Davidson, J. B. Etinger, B. D. Grant, A. B. Gottschalk, A. P. Goss, T. J. Garrow, F. M. Hobson, J. C. Heckle, F. P. Jancke, C. P. Keyser, E. R. Lumberg, F. Logan, R. G. McMullen, J. E. Martin, A. O. Nelson, M. O. Norman, C. G. Olsen, H. F. Philpott, A. C. Pierce, E. Simmons, William Skans, F. C. Waserman, Dr. J. M. Yates.

Special Returns Today.

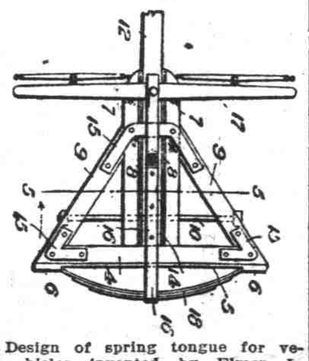
The special was scheduled to arrive in Portland early today with the major portion of the passengers of the afternoon on it. A number, however, had signified their intention of staying over at Albany and returning to Portland today.

The trip was made as a return visit to the Albany lodge which paid a fraternal visit to Portland a couple of months ago.

Were Going to the Fight.

Oregon City, Or., Feb. 20.—Andrew Hogg and Toney Corey, 12 and 13 years old, respectively, of Portland, were detained today on request. The boys said they were on their way south to the fairs, with Juarez their ultimate destination.

OREGONIAN PATENTS SPRING WAGON TONGUE



Design of spring tongue for vehicles invented by Elmer L. Hastings of Ashland, Or., for which a patent has been granted.

Sportsmen Up in Arms at Pendleton

Enforced Resignation of District Game Warden Averill and Discovery of Other Plans Afoot Cause Objections.

Pendleton, Or. Feb. 20.—There is indignation among Pendleton sportsmen today as a result of the enforced resignation of District Game Warden E. F. Averill, and discovery of an alleged plan afoot by Senator Burgess and Representative Hinkle to secure appointment of Dr. H. S. Garfield, this city, to state fish and game commission.

Averill, who has the reputation of being one of the best wardens in the state, had incurred personal enmity of Burgess and Hinkle, and resigned when told that his resignation would result in withdrawal of Burgess' and Hinkle's opposition to the present game system. He received notification last night that his resignation had been accepted by Commissioner Finley.

W. C. E. Pruitt, private secretary to Senator Burgess, slated for appointment as Averill's successor, is distasteful to sportsmen, but discovery of the plan to put Garfield on the commission has fanned the sportsmen's wrath to fever heat. Garfield at the present time is jointly charged with Representative Hinkle of a violation of the game laws, having been arrested several weeks ago, and the two will stand trial as soon as Hinkle returns from the legislature.

Senator Burgess made a hurried trip to Pendleton Sunday, and on his return, letters and telegrams from prominent Republicans began to pour in upon Representative Ritner, said to be the only member of the Umatilla county delegation who would not indorse Garfield.

Among the men most wrathful at the Burgess-Hinkle plot are several Republican leaders, who declare it to be carrying the spoils system too far.

Mojeski's Son Is Witness for Father

Young Man Favors Paternal Parent Because Mother Has Told Family Secrets During Divorce Suit.

Felix Modjeski, son of the bridge engineer, Ralph Modjeski, and grandson of Madame Modjeski, testified in a deposition for his father in the divorce suit brought by Modjeski, that his mother called American people inartistic, mercenary and uncultured.

Young Modjeski is 27 years old and has been a moving picture actor for the past two years, playing for numerous film companies. He lives in Glendale, a Los Angeles suburb.

In the deposition he says he believes his father in the right and that he has so believed for the past year. Letters attached to the deposition sent by himself to his mother prior to that time are to the contrary.

In justification of his change he said that things said by his mother in connection with the suit changed his feeling toward her, as he considered these family secrets. He said that his father was visiting him when the deposition was taken a week ago. His father, he said, had sent him money in various sums, the largest being $9000, and had bought him his home in Glendale, but the money, he said, came from the estate of his grand parents. He said he has seldom seen his mother in recent years.

Chapter Will Meet.

Chapter A, P. E. O., will meet Monday afternoon, at 2 o'clock, with Mrs. O. W. Meilke, 654 Halsey street, Irvington.

FactsAbout Teeth AND Dentistry!

"Life Is Not An Uphill Proposition for the Fellow on the Level!"

DENTISTRY: I mean modern twentieth century Painless Dentistry of today, has robbed the profession of its terrors. Which only a few years back was the principal reason why people did not have their teeth attended to.

DR. E. G. AUSPLUND
I am Absolutely "IT" in Painless, Scientific Low Priced
DENTISTRY

Dentists come and go, but the Electro-Painless will always be with you.

My patients tell me every day, "Why, Doctor, you did not hurt me at all, and your charges are so moderate, that after this you shall always do my dental work."

Remember Big Business Does Not Spell Big Profit

Flesh Colored Plates	$10.00
Ordinary Rubber Plate	$5.00
Porcelain Crowns	$3.50
Sold Fillings	$1.00
22k Gold Crowns	$5 and $3.50
22k Gold Bridge	$5 and $3.50
Painless Extraction	50c

OPEN EVERY EVENING
15-Year Written Guarantee
Free Examinations
Lady Attendants
We have the knowledge, ability and experience.

Electro-Painless Dentists
In the Two-Story Building.
Cor. of Sixth and Washington Sts.
Portland, Or.

ADVERTISING MODERN SALES AGENCY, AND SERVICE IS ITS OBJECT

Advertising Performs Introduction Between Goods and Public, Says Expert.

LEADERS EXPRESS VIEWS

Policies Which Make for Success in Business Considered by the Ad. Club.

Psychology, philosophy, art, brotherly love and other essentials of a classical education—except the dead languages—are mixed in modern advertising, and advertising thus composed is the chief factor in successful business, according to findings made at the Ad club session in the Multnomah hotel last Wednesday.

The meeting was an optimistic business review in which department store experts frankly admitted that trade conditions are governed more by efficiency, courteous service, quality goods and advertising that "gets over" than by either depression or boom.

"Goods well bought are half sold" affirmed N. A. Boody, advertising manager of Roberts Brothers; "—and the other half is advertising, and under these heads come all elements of store service and success."

"In country store days," continued the advertising manager, "sales were governed by known demand. Now the buyer placed orders months ahead for commodities which he thinks and hopes the public will want. Then the advertising department steps in, announcing the goods and seeking to create demand."

Becomes Sales Agency.

Thus advertising becomes the modern sales agency.

R. C. Dolbin, superintendent of Lipman, Wolfe & Co., took up another phase of the subject—"Service as related to advertising." And he placed service as a trade builder beyond all else.

"The greatest successes, the most mammoth enterprises of today," said he, "are built upon a foundation of service. Service and success are inseparable. The salesman of today is not only a seller of merchandise, but a seller of service. In this day of keen competition service is as important as merchandise—service consists in obtaining the best merchandise consistent with price and improving this merchandise whenever possible, in making shopping a pleasure for the customer.

"Kindness in business is service in its broadest sense."

"Advertising performs the introduction between our goods and the public," said W. E. McIlhenny, manager of the shoe department of Lipman, Wolfe & Co. "We back up the window display with a department exhibit. We post the sales force about special advertising. Beyond all else we aim to have the goods back up the claims made in the advertising."

Traffic Manager Speaks.

A. N. Stanton, the traffic manager of Meier & Frank company, made an address that caught the interest of all present. Few had thought of the connection between advertising and deliveries. "But," said he, "we must have vehicles distinctive and attractive in appearance. These must carry in a way easily recognized, the name of the company. The delivery men must be neat, patient and diplomatic. They are the outside representatives of the firm. Mechanical equipment must be brought to high efficiency. Our delivery vehicles travel a total of 1000 miles every day. Mechanical defects would be serious. We must be prompt in deliveries, that those who had traded once may have created in them the desire to continue their patronage."

"A department store must have as much individuality as a commanding personality," J. A. Dinsmoor, sales manager of Olds, Wortman & King.

Individuality Is Factor.

"You recognize an acquaintance by his appearance and his mannerisms," said Mr. Dinsmoor. "You must recognize the department store by the individuality of its advertising and its service. There are newspapers recognized immediately by their headings. There are advertisements which make one think of the firm even before the advertisement is read. Individuality is a valuable factor. To ape or imitate a competitor, on the other hand, is folloy. Imitation takes from the imitator all of the individuality before possessed"

These discussions had covered various means of handling department store business. To Russell D. Carpenter, merchandise manager of Meier & Frank, was assigned the task of handling the subject, "Coordinating all departments with advertising."

"Coordination," he said, "means common harmonious activity.

Geo. D. Lee, Chairman.

"Advertising is the art of making known to others the honest virtues of one's wares and business conduct. If the definition of these terms is applied in the daily business of the department store, it builds up a reputation for honest goods and service, which constitutes valuable asset in building up the business itself. The department store management must have interest in the community. It must be concerned for the welfare of its various departments. The departments must be harmoniously related. The employes must be loyal to the firm and courteous to customers. The superintendent must make the people who come to see him feel better as they go. He must be genuinely sorry, and tell them so, if he is unable to provide jobs for men and women who apply. Kindly human relations must be maintained among and between all concerned in the business of a department store."

"No institution, regardless of its size and power, can hope to be larger than the character expressed by the individual employes of that institution," concluded George D. Lee, of the Lee Ad Agency, who had arranged the uniquely valuable program, and who served as chairman of the day.

Weekly Growers' Bulletin
PORTLAND SEED COMPANY

For over two generations this firm has supplied the needs of the grower and the lover of "outdoors." As the planting season approaches we will furnish weekly information covering what to plant and when to plant. Make it a point to visit our big retail store. Courteous sales people will supply you with any stock or information you may require.

Plant Diamond Lawn Grass

For an Ideal, Dense, Velvety Turf, of Lasting Quality, That Will Remain Green Throughout the Year,

Diamond Fancy Lawn Grass is a blend of the choicest recleaned grass seed—deep-rooting, close-growing varieties. Weighs 28 pounds to the measured bushel, which is a guarantee of clean, plump seed. One pound will plant 400 sq. feet.

Price, 35c per lb. 10 lbs. $3.25

ODORLESS LAWN DRESSING
Dressing your lawn with Diamond Lawn Fertilizer will promote vigorous growth and give the desired dark, rich green appearance. No weeds, no odor, no unsightliness.
Price, 10 lbs., 50c; 25 lbs., 75c; 50 lbs. $1.25; 100 lbs., $2.25.

Diamond Quality ROSES
Our stock is complete. Fine, 2-year-old plants, true to name and properly budded. Standard varieties and latest novelties, $3 dozen and up. Also tree roses, climbing roses, etc., at lowest prices.

"How to Grow Roses" FREE

Diamond Quality Sweet Peas
Are selected by us with critical care. Our stock is unsurpassed for quality and variety.

Diamond Collection $1.15
8 Spencers,
Ask for it. The very choicest of the wonderful 1915 introductions. Plant NOW for the finest blooms.

Roll Your Lawn
Dunham Rollers cost no more than others and run 44% easier.

SPRAY your trees and roses. Don't neglect this most important duty.

Our stock of sprayers and spray materials is complete and we are in position to advise you when to spray and what spray material to use. Our services are at your disposal.

FINAL BULB CLEAN-UP.
It is still time to get excellent results from Spring planting of bulbs, but we wish now to close out all stock we have left. Note reduced prices—lowest in the city:
TULIPS, reg. 40c doz., for, doz. ..15c, 100 75c
MIXED HYANCINTHS, reg. 90c doz., for, doz. 50c
NARCISSI and Daffodils, reg. 50c doz., for, doz. 25c
All other bulbs also reduced.

GARDEN SEEDS.
Peas, carrots and early greens and lettuce may be planted now. Hot beds should be in use. Garden tools should be inspected and broken or lost tools replaced. Our General Catalogue should be in your hands. Get a FREE copy at once.

Free Catalogues and Books Everything for the grower, the gardener, the poultryman, both professional and amateur, is listed and described. This general guide should be in the hands of every grower. Call, phone or write for a copy.

Portland Seed Co.
Front and Yamhill Sts. Phones Main 4040, A 6015

The NORTONIA offers to the transient as well as the residential guest the advantages of 300 rooms with baths and shower baths—the tearoom with dancing floor—the spacious lobbies and parlors—the "different" American plan dining-room with excellent table d'hote service. Ladies visiting the city alone will be delighted with the surroundings. Luncheon, dinner or tea parties arranged for under the personal supervision of the management.
Washington and 11th Sts., Portland, Oregon.