

**Price Maintenance**

The American people are wisely determined to restrict the existence and operation of private monopolies. The recent efforts that have been made to limit the right of a manufacturer to maintain the price at which his article should be sold to the consumer have been inspired by a motive that is good—the desire for free competition—but they have been misdirected. If successful, they will result in the very thing that they seek to curb—monopoly. Price maintenance—the trade policy by which an individual manufacturer of a trade marked article insures that article reaching all consumers at the same price—instead of being part of the trust movement is one of the strongest forces of the progressive movement which favors individual enterprise.

There is no justification in fixing the retail price for an article without individuality. Such articles do not carry the guarantee of value that identifies them with the reputation of the man who made them. But the independent manufacturer of an article that bears his name or trade mark says, in effect: "That which I create, in which I embody my experience, to which I give my reputation, is my own property. By my own effort I have created a product valuable not only to myself but to the consumer, for I have endowed this specific article with qualities which the consumer desires and which the consumer may confidently rely upon receiving when he purchases any article in the original package. It is essential that consumers should have confidence in the fairness of my price as well as in the quality of my product. To be able to buy such an article with those qualities is quite as much of value to the purchaser as it is of value to the maker to find customers for it."

There is no improper restraint of trade when an independent manufacturer in a competitive business settles the price at which the article he makes shall be sold to the consumer. There is dangerous restraint of trade when prices are fixed on a common article of trade by a monopoly or combination of manufacturer.

The independent manufacturer may not arbitrarily establish the price at which his article is to be sold to the consumer. If he would succeed he must adjust it to active and potential competition and various other influences that are beyond his control. There is no danger of profits being too large as long as the field of competition is kept open; as long as the incentive to effort is preserved; and the opportunity of individual development is kept untrammelled. And in any branch of trade in which such competitive conditions exist he may safely allow a manufacturer to maintain the price at which his article may be sold to the consumer.

Competition is encouraged, not suppressed, by permitting each of a dozen manufacturers of safety razors or breakfast foods to maintain the price at which his article is to be sold to the consumer. By permitting price maintenance each maker is enabled to pursue his business under conditions deemed by him most favorable for the widest distribution of his product at a fair price. He may open up a new sphere of merchandising which would have been impossible without price protection. The whole world can be drawn into the field. Every dealer, every small stationer, every small druggist, every small hardware man can be made a purveyor of the article, and it becomes available to the public in the shortest time and easiest manner.

Our efforts should be directed not to abolish price maintenance by the individual competitive manufacturer, but to abolish monopoly, the source of real oppression in fixed prices. The resolution adopted by the National Federation of Retail Merchants, at its annual convention, draws clearly the distinction pointed out above. The resolution declared that the fixing of retail prices in and of itself is an aid to competition; among other reasons, because it prevents the extension of the trust and chain stores into fields not now occupied by them. But the resolution also expresses the united voice of the retailers against monopoly and against those combinations to restrain trade against which the Sherman law is specifically directed.

Manufacturers and retailers are getting this distinction clearly in their minds, and it must soon be generally recognized by the public. Only in this way can there be preserved to the independent manufacturer his most potent weapon against monopoly—the privilege of making public and permanent the price at which his product may be sold in every state in the Union.—Louis D. Brandeis,

**Instructions to Lecturers**

By Frank Bonville

The following is an explanation of the Bonville 99 Year System and constitutes important directions to lecturers speaking on this subject. As it is expected that 1500 or more lecturers will be employed in various parts of the United States during the next two years, the necessity of carefully studying these directions and closely adhering to them, will be apparent. It must be clearly understood that all emoluments received by lecturers are for their own personal use and not the system.

In case of neglect or refusal to follow instructions no more by-laws will be furnished to the lecturer so offending and as these by-laws are protected by 30 different copyrights issued by the United States government at Washington, D. C., there will be no way in which the lecturer can go on with the work.

Lecturers are admonished to make no attacks, personal or otherwise, on any individual, corporation or institution, except as hereinafter provided.

Inasmuch as the Bonville 99 Year System actually places control in the hands of the majority, gives real competition among individuals, and dispenses universal justice, without crushing life out of ambition; and, as it does all this under existing conditions, without interfering with our present form of government, it will readily be seen that there must of necessity be, in every state of the union, a certain number of persons or interests that may properly be looked upon as active enemies, and therefore, properly open to attack.

This number may safely be fixed at say twelve, and includes the governor, three of the most influential newspapers and six of the wealthiest men of that state, the mayor of the largest city and the sheriff of the county in which that city is situated.

Wisdom, indeed, will dictate earnest, well directed efforts to labor with and secure the cooperation of these influences; failing which, they become as said, properly open to attack, and then only because, in the light of experience we are justified in assuming them to be antagonistic to so radical a reconstruction of the methods of "Big Business" as that proposed in the Bonville 99 Year System; and since they hold the power and the control, their antagonism must be anticipated and dealt with in a perfectly ethical manner that will command the respect and confidence of the people whom it sought to interest.

It must not be lost sight of that "self preservation is the first law of nature," and the twelve antagonists referred to may be actuated by an erroneous analysis of cause and effect, and are therefore not to be held too strictly to the moral side of the issue; but must be dealt with as purely physical obstacles to be overcome. The time for fooling with irresponsible agents has passed. Practically everything outside of these twelve in each of the 48 states in the Union, comes under the head of agents. The wisdom of disregarding a multitude of agents and concentrating on a few principals, will therefore become apparent at once, especially in view of the efforts now under way to create a fund by popular subscription of not less than one hundred million dollars in the United States alone for the purpose of exploiting the Bonville 99 Year System. It might be well to mention here that each contributor to said fund becomes a member of the committee of investigation, provided for in the contracts of said system, and that the books, papers and records of the same shall be open to his or her inspection. Concentration has been known to move a mountain.

Therefore, concentration on the governor, the one mayor and the one sheriff in any one state and in the most populous part of that state, rather than wide distribution of effort among a multitude of irresponsible agents scattered over a vast extent of territory, should start things moving. While it is true that the officials referred to also are agents, to an extent, they are nevertheless paid by the people to work for their interests and cannot plead helplessness. The old familiar excuses and the placing of blame on the people themselves by accusing them of living beyond their means, electing the wrong man, etc., will no longer be accepted. The time worn endeavors to throw dust into the people's eyes by wholesale charity, the giving of free Thanksgiving and Xmas dinners, promising full dinner pails if they elect the regular party candidate, the spasmodic cleaning up of the town, and the periodical ordering of big investigations, all these will be relegated to the political scrap heap. Intelligent concentration on responsible officials will take their place. We are going to focus all our efforts on the twelve repre-

sentatives already referred to in each state. We are asking the public at large to write letters to them and direct their attention to this new system which is now revolutionizing the world because it deals with human nature as it is, and does not require or contemplate the complete reorganization of our entire social and industrial fabric.

The present day, with its ill conditions and many evils is the direct result of the control of the leading industries of the country by the "special privi-

The simplest, most direct and satisfactory method of permanently securing to oneself anything desirable is by CONTRACT. "Big Business" has long recognized this, as is strikingly evidenced in all its dealings, especially with public officials and the party machines of every political shade and complexion.

The Bonville 99 Year System is a cooperative CONTRACT system without equivocation or evasion.

legis" class. The only way in which this evil may be counteracted is by closing the avenues whereby the CONTROL OF INDUSTRIES by the few is obtained.

When this system is understood by the people they will no longer be deceived by "investigations" of big corporations, but will demand their rights. The wholesale robberies now carried on through stock transferring will no longer be tolerated.

The 99 Year System has torn away the disguise under which predatory interests operate, and the people are beginning to see things as they are. THIS SYSTEM TAKES THE CONTROL FROM THE FEW AND GIVES IT TO THE MANY. It protects the individual in the possession and the enjoyment of the surplus of his labor, which now goes to the exploiter of labor, through his voting power in corporations organized under its by-laws.

Wealth is the surplus of labor, and rightfully belongs to the man who creates it. This system prevents the controlling minority from intrenching itself by working on the prejudices of the people, which has been possible because of the looseness of the old system in organizing corporations, transferring of stock and voting by proxy.

It places the man before the dollar, without regard to race, nationality, color, creed or politics, and should command the active, energetic support, moral and financial, of every individual and agency interested in the uplift of humanity and the eventual establishment of the Universal Brotherhood of Man, by sane, practical and praiseworthy means.

It has been decided to inaugurate at once the most stupendous publicity campaign ever undertaken in America for the instantaneous and widespread dissemination of the knowledge of this system among the masses of the people. Every right thinking man and woman in the United States is asked to help in this campaign.

Copies of the by-laws of the Bonville 99 Year System will be mailed to any one upon receipt of a two cent stamp and name and address in full. Address all communications to Bonville 99 Year System at its home office, Portland, Oregon.

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