

GROUNDS IS BROKEN

Brooklyn School First to Begin Industrial Work.

LOT PLOWED FOR GARDEN

Members of Eight Clubs to Engage in Enterprise to Earn Money. Girls Will Can Produce That Is Grown by Boys.

Brooklyn School is the first in the city to start its industrial programme for the year, and yesterday morning ground was broken on the vacant quarter block at East Tenth and Tibbets streets, although the rain kept many children away and caused the postponement of the formal opening.

Lloyd Stevens and Zane Matholt, of the Brooklyn Money Makers' Club, were on the ground with horses and plow, and after clearing the lot plowed the soil preparatory to planting the first garden. Principal T. J. Gary, who originated the industrial plans for the Brooklyn School for the year, was present to give encouragement to the boys.

About 14 lots have been procured in the Brooklyn district and more will be found for cultivation. Mr. Gary says that the Brooklyn School will work in entire harmony with the city beautiful plans of the city.

The school has just been organized into eight industrial clubs, as follows: The I Can and the Hamilton Clubs for girls, and for boys and girls the Brooklyn Money Makers, Brooklyn Boys' Industrial Club, Earn and Spend Club, the Red Cap Club, Busy Bees and the Can Coin Club. Pupils of the sixth, seventh, eighth and ninth grades compose the members, the total membership being 140.

Girls to Can Produce. The two girls' clubs are organized to can the produce raised on the vacant lots, and the six boys' clubs are to raise the produce to be canned. The boys' clubs also are to engage in other enterprises that are practical and by which the members can earn money during vacations.

The apparatus for canning the produce will be sent for in about a month and probably will be placed in the basement of the schoolhouse. The cost will be about \$25, the price depending on the size of the machine purchased. It is a process that has the indorsement of the Agricultural Department of the Federal Government and was demonstrated recently at the Lincoln High School by O. H. Benson, of the Agricultural Department. Principal Gary is assured that the produce is a complete success. All kinds of garden produce are to be canned by the girls' clubs and sold. Advance orders to the amount of nearly \$50 have been given for the output of the school, and part of this money will be used to pay for the canning apparatus.

Instructor Is Promised. The Oregon Agricultural College has agreed with Principal Gary to send a special instructor to teach the girls how to operate the canning apparatus without any cost, and Miss Lillian Tingle, of the domestic department, will give assistance.

Montavilla to Take Up Plan. The Montavilla School, of which Professor Wiley is principal, is preparing to take up the canning plan. Last year much of the produce was wasted, but this will not be so with the canning programme.

There will be a formal opening of the programme for the year as soon as the weather will permit outside exercises. The clubs organized at the Brooklyn School are as follows: I Can Club, Ninth B members, Oriana Coates, Helen Eaton, Lucile Hilt, Irene Lewis, Lois McDonald, Isabel McDougal, Lillian Pope, Vivian Sundstedt, Loveday Trotter; Ninth A members, Mammie Dement, Nina McDonald, Marion Palmer, Margaret Peterson, Mary Trichem, Edna Wainman, Wainles, Helen Wilson, Francis Trichem.

Kanlian Club, Pauline Culotta, Nina Lubeck, Esther Goching, Elizabeth Strowbridge, Edna Wiley, Belle Karo, Mabel Kydd, Lucine Jones, Hazel Goldberg, Dora Wood, Emma Kachold, Lola Fanhour, Majorie Pearson.

Agreement is Signed. The girls of the I Can Club have signed this agreement: "The undersigned do hereby agree to become members of the I Can Club of the Brooklyn school. We understand that the purposes of the club are to promote the social, educational and financial interests of ourselves and make better the general name of the Brooklyn school. The club shall manage its own affairs subject to the guidance of an executive board composed of the teacher of the class, the principal of the school, a member of the Mothers and Teachers' Club, chosen by that club, and two resident business men of the district to be chosen by the members of the I Can Club. We agree to render to this executive committee a complete and true account of our expenditures of whatever money we individually receive through the club."

Earn and Spend Club, Seventh B class, Joseph Amato, Ruby Axell, Glenn Ballenger, Carl Bode, Doris Mary Brown, Gertrude Eaton, Katherine Forbes, Grace Gale, Marguerite Henderson, Edward Jehn, Arthur Johnson, Elsie Jossel, Harold Kead, Ruth Kirkpatrick, Edna Lamer, Marie Luech, Stella McVicker, Kenneth Meeklen, Lyle Onks, Jr., Mahalia Pippy, Marguerite Roschick, Carl Rodgers, Carol Schlegel, Jennie Schwartz, Ruth Selders, Dorothy Todd, Ora Viar. Brooklyn Boys' Industrial Club, Leo Rowdin, William Brown, Allen Cox, William Joss, William Keenan, Ralph Nault, Herbert Stewart, Stanley St. George, Kenneth Urfer, George Cameron, Frank Cooper, Clemens Dahlgreen, Walter Kleinbell, Edward Kleinhans, Alfred Jocelyn, Herman Pippy, Lloyd Ritchie, Charles Robins, Edward Spitulski, Samuel Benzin.

Emily Rushtight, Lucy Hoover, Glen Mallett, Emily Francis, Juanita Rushtight. Busy Bees Club, Margaret Knoech, Ruth Clark, Kenneth Gynklis, Sumner Golun, Clara Laurence, Myrtle Viar, Leslie Viar, Clarence Wilson, Clarke Miller, Austin Cooper, Leonard Walker, Grace Miller, Roy Wiley, Esther Kirkpatrick, Clara Harris, Elizabeth Menzies, Doris Nannaan, Robert Austin, Rose Schwartz, Jack Pearson, Walter Mills, Edward Jossel, Francis Smith. The Brooklyn Money-Makers' Club, Eighth grade, H. M. Pierce, Phillip Ireland, Donald Helmel, Gordon Pratt, Malcolm Benson, Alfred Johnson, Lloyd Stevens, Wallace Benson, Zane Matholt, William Pederson, Aaron Turtledove, Willie Nelson, Phillip Strowbridge, Frederick Goldenberg, Julius Meyer, Edwin Weber, Thaddeus Chevinski.

FRATERNITY GETS CHARTER

Legal Brotherhood Recognized by National Body.

The local legal fraternity, Delta Sigma Phi of the University of Oregon law department, was granted a charter yesterday by the Gamma Etta

PATROLMAN IN SERVICE

SCORE OF YEARS ON BIRTHDAY OF WASHINGTON.



Olaf Nelson, a patrolman in the police department of Portland, is celebrating his thirty-first birthday today. He has been in the service of the city for five years and is highly respected by his fellow officers and the public.

Tomorrow, the anniversary of the birth of George Washington, will mark a score of years of service in the police department of Portland for Olaf Nelson, who began his duties as a patrolman in this city on February 22, 1885. He still carries a bullet in his body received in a historic battle with the streetcar highwayman, "Babe" Walton, September 1, 1904. He has the honor of being the only policeman in Oregon who has received the standing reward of \$300 for the capture of a streetcar hold-up man.

Nelson is now serving under his sixth Chief of Police, having enlisted under Chief Minto, when George P. Frank was Mayor. He was born in Sweden in 1857 but came to Oregon in 1876. Nine streets have been held up by the highway man, Walton, on Nelson's beat, the Summer of 1904, when the patrolman was at the scene. His friends joked with him about the occurrence and told him he had better go back and "get" the robber.

HOTEL MEN FILE PROTEST

Automatic Fire Alarm Gongs Inconvenient to Jokesters to Have Fun.

Resolutions objecting to the enactment by the City Council of an ordinance requiring the installation of automatic fire alarm gongs in all hotels and rooming-houses have been sent to the Council by the Oregon State Hotel Association.

It is declared in the resolutions that the installation of such systems would involve large expenditures and that the arrangements are a nuisance because they are tampered with by jokesters and irresponsible persons who wish to give an alarm of fire merely to see the fun.

AN OLD RECIPE TO DARKEN HAIR

Sage Tea and Sulphur Turns Gray, Faded Hair Dark and Glossy.

Almost everyone knows that Sage Tea and Sulphur, properly compounded, brings back the natural color and lustre to the hair when faded, streaked or gray; also ends dandruff, itching scalp and stops falling hair. Years ago the only way to get this mixture was to make it at home, which is messy and troublesome.

Nowadays we simply ask at any drug store for "Weyth's Sage and Sulphur Compound." You will get a large bottle for about 50 cents. Every body uses this old-fashioned recipe, because no one can possibly tell that you darkened your hair, as it does it so naturally and evenly. You dampen a sponge or soft brush with it and draw this through your hair, taking one small strand at a time; by morning the gray hair disappears, and after another application of two, your hair becomes beautifully dark, thick and glossy and you look years younger.

Kola Tablets have many friends who use them as a general tonic and for kidney trouble. Price 25c per box, 5 boxes for \$1.00. For sale by Lane-Davis Drug Co., 3d and Yamhill sts.

AN ANSWER TO THE RESOLUTIONS RECENTLY PASSED BY THE NEW YORK RETAIL DRY GOODS ASSOCIATION. Manufacturers Retailers Consumers A Trinity of Interests, all of which benefit directly by the use of Coupons. An Explanation without an Apology of a System of National Service



Various methods are periodically resorted to by certain associations and combinations in an effort to destroy the liberty and right of an individual, manufacturer or merchant to exercise his own judgment in the conduct of his business and to restrain competition.

Such methods are not only contrary to the theory of individual liberty guaranteed under our system of Government, but also contrary to all the various laws enacted by Congress and the States, to insure free and open competition among tradespeople, for the protection of the consuming public.

The recent action of the New York Retail Dry Goods Association in opposition to the use of premium advertising by means of coupons, and a covert threat to boycott the products of manufacturers refusing to yield to their dictation, and the great publicity given the same, is to my mind due to a failure of the few merchants who instigated such action to comprehend this method of advertising and its advantages.

The resolution adopted by this association regarding the use of coupons or similar methods of sharing their profits with their customers, as a means of increasing the volume of their sales, not only borders on an unlawful interference with the individual liberty of the manufacturer and the merchant, but fails to rest on any basic principle of economy in trade.

These merchants take the position that it is within their province to refuse to sell goods in which coupons are packed by manufacturers, and that they have a right to initiate a nationwide movement to prevent the further packing of coupons with merchandise.

A Public Right Involved.

There is a public right involved in the question of the distribution of profit-sharing coupons, and there is nothing more firmly established in the matter of the relations of business than that the customer has a right to receive full value for the money expended. It is upon the carrying out of this idea that business concerns, after years of existence, come to possess what is termed "Good Will."

This means that they have earned the highest estimation of the community they serve, by giving their patrons full value for every dollar spent. When any body of merchants arrogate to themselves the determination of what they shall give to their customers, and seek to deny to them the right to share in the profits of the manufacturers through the acquisition of coupons, these merchants are violating the ends of fair trading and are inviting criticism of their own organization and methods.

Use of Coupon Reduces Cost to Consumer.

The idea of sharing profits with customers is as old as the hills, and during the past twenty years its effectiveness has been recognized and premium advertising has become a system which embraces the entire nation. Why, then, do some seventeen dry goods stores attempt to act in concert to interfere with a recognized constitutional right and condemn business methods which thousands of others employ? Let us see. According to the report of their committee the answer is "that the custom is detrimental to the interests of the retailer, as the cost of the coupons adds to the cost of the merchandise without increasing its value."

An analysis of this claim will show that the assertion is not in accordance with the facts. It is well known that very few retailers will stock the product of a manufacturer until a demand has been created for it. This demand is usually created by printer's ink, sampling, billboards, electric signs, and premium advertising. It is certainly to the interest of the retailer to have an article he carries in stock popularized, and it makes no difference to him if one or all the above methods are used to that end by the manufacturer. His profit on the article is controlled by competition, and is no smaller in one case than the other.

What the Retailer Wants Is Increased Sales.

It is obvious that any retailer would prefer to sell the brand of soap, the wrapper on which is exchangeable for articles of merchandise, if that brand is thereby made more popular and his sales will be greater than of another brand for which the demand has not been created. What, then, is the difference between the wrapper and the coupon introduced in the wrapper? The consumer is not required to pay more

for articles containing coupons, which fact can be determined by any one sufficiently interested to investigate. No manufacturer would for one moment jeopardize his business by demanding a higher price for his product than the same could be bought for elsewhere without a coupon. Therefore, if the retailer finds a large and continuing demand for a coupon bearing product, it is clear that his profit is increased in proportion to the increase of his sales.

Numerous articles of merchandise, the names of which have been household words in this country for years, have been popularized by the use of the coupon or premium advertising methods, and still show the same merit in both quality and quantity, and are selling at a lower price than they were sold at when they were first put on the market. The profits of the manufacturer are larger because of the greatly increased volume of sales.

No Other System of Advertising Contributes so Much to the Manufacturer and His Customer, the Consumer.

Another fallacious argument appears in the report of this committee, to-wit: "that this system injects a new interest (the coupon company) between the manufacturer and the consumer, which draws a profit out of a transaction to which it does not contribute."

There are and always will be interests between the manufacturer and the consumer. The manufacturer, to make known to the public his goods and popularize the same, must use some or all of the various agencies available for that purpose, such as newspaper and magazine advertising, billboards, street cars, electric signs, premium advertising, etc. The only difference is how each affects the consumer, his final customer. If he adopts any agency other than profit-sharing, the amount so spent by him goes into the coffers of these agencies without any direct benefit to the consumer, while if the manufacturer uses the profit-sharing system to advertise his business the consumer who saves and redeems the coupons receives an article of standard merchandise of his own selection, equal in retail value to the amount expended by the manufacturer for such system of advertising. The profit of the Premium Advertising Company in the transaction is merely the small margin left after paying at wholesale cost for the merchandise given to the customers of the manufacturer and the other expenses of conducting its business.

A Trade Stimulant That Protects Good Will.

Another reason advanced in the report of this committee is "that it creates competition between articles of the same sort, artificially stimulating the sale of goods which it may not be advantageous to encourage."

This is a rather obscure sentence to the general public, and no doubt intentionally so. It must refer to the manufacturer's product marketed under the retailer's private brand. In other words, the manufacturer must not compete under his own brand with his own product under a private brand. The manufacturer's policy of marketing his product under private brands has undergone a great change in recent years, the folly of it having been demonstrated time and again. The manufacturer may exert himself to give the highest quality and the greatest quantity at the lowest price, and his entire output may be taken under a private brand for a year or so. The following season another manufacturer may supply this private brand, and the first manufacturer has lost his business without recourse. The good will he has striven so earnestly to build up belongs to someone else, and, too late, he recognizes the fact that good will—though intangible—is one of the greatest assets any manufacturer can hope to possess. This, then, reduces itself to a question of policy between the manufacturer and the retailer in the handling of private brands, and the coupon enters into the matter only as a method used by the manufacturer to secure and retain the good will of the public, to which he is certainly entitled.

Only Kind of Advertising Where Any Part of the Amount Expended Reaches Pocket of Consumer.

Lastly it is asserted in this committee's report "that the general use of this system of advertising would impose a tax on business." No argument can be brought affirmatively that does not apply to every medium of publicity adopted by manufacturers. It is true that all the expenses of the manufacturer impose a tax on business, whether it be newspaper advertising, billboard, street car advertising, electric signs or any other system that he may adopt to make known to the public his products and popularize the same, but as has already been made clearly to ap-

pear the premium advertising system is the only one which has ever been devised whereby a considerable part of the advertising cost reaches the pockets of the consumers, his final customers, thereby insuring their continued patronage for the retailer who handles the goods of manufacturers using this system of advertising, and this is real profit sharing.

It must be left to the judgment of the manufacturer to determine which of these agencies is most valuable to make known to the public his wares or products, and the intelligent retailer knows that competition regulates prices and his profits, and will not be misled by these fallacious arguments of a few merchants who may be in temporary control of so-called associations and combinations.

Larger Sales and Smaller Margin of Profit Slogan of Successful Manufacturers and Merchants of Today.

Those merchants who oppose premium advertising still cling to the worn out theory that few sales and large profits is the best basis on which to do their trading. The world has long ago passed beyond this conception of business, and it is now a fixed principle with all manufacturers of merchandise and the distributors that large sales and small profits spell success.

The manufacturer wants to increase his sales; he wants to be assured of repeat orders; he wants to be sure that his merchandise will be sold quickly, so that there will be no chance of it becoming "shop worn" or deteriorated with age on the shelves of the retailers. The retailer finds from experience not only increased sales, but a distributor that is most economical and effective. All of these ends are accomplished by giving the public some share in the profits of a larger annual business, so the manufacturer is glad to take the public into partnership and give them prompt dividends on their purchases of his goods. There is a recognized economic law in this idea. It is shown in the policy of newspapers, magazines and other advertising mediums where users of daily or regular space are given a discount over the transient advertiser. It is further shown by the policy of the newspaper and magazine to give a lower rate of subscription to those who subscribe for a full year than for those who buy a single copy.

The Manufacturer and Retailer Enjoy Equal Benefits.

On what ground then can the manufacturer be assailed when he seeks to secure regular yearly customers for his products by offering them a share in his profits through profit sharing coupons? To deny him this privilege or to attempt to abridge it, is to rob him of a constitutional right. The manufacturer when he packs a coupon in his merchandise is extending a distinct aid to the retailer, for he at once gives an impulse to the movement of those goods from the retailers' shelves to the hands of the consumer. So there is no antagonism between the up-to-date manufacturer and the progressive retailer.

There is another important reason why the retailers should handle the goods of manufacturers who pack coupons. Coupons are only delivered upon actual sales. What form of advertising is more potential? The coupons are saved and redeemed, and thus follows the profit sharing. This increases thrift and brings the customer to your store again and again. The up-to-date merchant and manufacturer realize that every favorable mention made creates good will, good friends and good customers.

President Wilson has recently said: "Enterprise has been checked in this country for years, because men were moving in a maze of interrogation points. All sorts of laws and regulations were contemplated and the many were afraid of what the few might do, but we are now living in an age of universal cooperation."

The Hamilton Profit Sharing Coupon has enjoyed the confidence of many millions of people. It is readily redeemed, and hundreds of thousands of homes are made happy by the addition of some useful or ornamental article obtained by saving these "coupons" packed by progressive and up-to-date manufacturers with their products. If the many millions of people in the various cities and towns in the United States saving and redeeming these coupons were organized and could speak for themselves there would be no occasion for this article.

Hamilton Coupons are redeemable in standard merchandise of great variety at over five hundred premium stores and are exchangeable for the famous J. & N. Green Trading Stamps which for eighteen years have been popular with many millions of consumers.

Think what this means to all manufacturers packing Hamilton Coupons and merchants giving J. & N. Green Trading Stamps as an advertising medium. Think what it means to the millions of their customers who collect coupons and stamps as a profit sharing medium. If you realize this you will understand why we exist and why we will continue to grow.

The Hamilton Corporation, George B. Caldwell, President. Hamilton Coupons and J. & N. Green Stamps. The Oldest and Largest Profit Sharing System in the World.