MR. WOODWARD IS AGAINST CUT RATES

Treasurer of Drug Firm Advocates Stevens Bill to Eliminate Practice.

EVILS ARE POINTED OUT

Official of Company Heretofore One of Leading Price Cutters Avers System Results in Sale of Substitutes.

William F. Woodward, secretary-treasurer of the Clarke, Woodward Drug Company, heretofore one of the foremost among "price-cutting" establishments of the Northwest, has taken a position in advocacy of the passage of the Stevens bill by Congress, a measure which would eliminate cut rates on copyrighted trademark or patented articles on which the manufacturers desired to maintain standard retail prices.

Mr. Woodward addressed the United Commercial Travelers at their first banquet at the Hazelwood, and was successful in securing the unanimous support of that association for the passage of the Stevens bill.

Mr. Woodward has been designated as one of a committee appointed by the Chamber of Commerce of the United States to discuss the Stevens bill with public and mercantile bodies of the West.

"There is now before the House of Representatives," said Mr. Woodward, "a bill introduced by Mr. Stevens, of New Hampshire, which is intended to prevent discrimination of prices, and to provide for publicity of prices to dealers and to the public.

Price Protection Gone.

"You are no doubt familiar with the course of legislation which has resulted in the absolute removal of what is termed price protection; legislation originally designed to remove and prevent monopolies and monopolistic combinations, and which, by reason of its drastic and general terms, has made it impossible for the owner of any trademarked, copyrighted or patented article, to fix or control the re-sale price. The Sherman act and its various amendments has done an immense good to the business interests of the country, but the incidental effects, far-reaching and unlooked for, are proving disastrous in ways which I will try to outline.

"There is no disagreement, I am sure, as to what constitutes a monopoly, the arbitrary fixing of prices by a combination of individuals, firms or corporations, whereby the normal and proper value of an article or service is increased arbitrarily and without proper cause. On the other hand, let us take one case of the many thousands which have occurred since the passage of the Sherman act.

"An individual places on the market the product of his inventive genius, his foresight, his skill, his recognition of a popular demand, and the article, whatever it may be, is offered to the public at a price.

Four Factors Told.

"This price is usually based on four conditions, the cost of manufacture (which shall include a fair wage to those actually engaged in its production; one which will admit of reasonable hours of labor and a fair rate of pay); next, sufficient to permit of a National publicity campaign, in order that the value of the article may be made known to the people of the land or the world; next, a fair margin of profit to the jobber or wholesaler into whose hands the article must go in order that it may obtain the widest and most effective distribution; next, a fair profit to the retailer, the man who must eventually supply the consumer. These points having been covered and a price having been established in accordance therewith, there can be no inherent wrong in its maintenance.

"Ownership of the article does not of itself constitute a monopoly, and does not become so unless there is a combination formed of individuals or firms, whereby the price is arbitrarily advanced. This is forbidden, under severe penalty, in the Stevens bill.

Title Passes With Sale.

"The courts have held that under the Sherman act, title to an article passes with its sale from the seller to the buyer and the latter may do with it as he pleases. This is theoretically sound, but it involves another equation. The seller or manufacturer may have expended many thousands, yes, millions of dollars in establishing for that article a sale, based on extensive advertising, the intrinsic and uniform good qualities involved in its manufacture or preparation, a reputation and a name, which has as great or a greater value than the mere intrinsic worth of the articles which enter into its construction. Take, for instance, the Ingersoll or Hamilton watches, Cheney silks, Fairy soaps, Shredded Wheat Biscuit, Gillette razors, or any one of those thousand and one products of American inventive genius and enterprise, the names of which are household words in every home in our land.

"Is it fair, honorable or equitable, that power should be given to any man or set of men, to destroy the selling value of any of these products arbitrarily after they have come into possession of one or more of the items by purchase?

Mail Order Houses Cut.

"This, gentlemen, is what the great mail-order houses do when they take one of these articles and offer it at a figure far below the selling price fixed by the manufacturer and at which it is generally sold. Oftentimes, this price bears no relation to the cost. Great mail-order houses have laid the foundations of their wealth and their power by indiscriminate cutting of these well-known articles of commerce and of general construction.

"What is the primary object of the individual, firm or corporation in cutting the price of these well-known articles? Manifestly, it is to draw trade, not for the article itself, because every one is sold at a loss. If you question it, let me tell you that the great department stores, the cut-rate chain store, the great mail-order houses, do not carry on their business at a lower overhead than the small merchants. This has been amply proven by statistics. It costs the average small merchant from 16 to 20 cents to sell $1 worth of goods. The average cost for the large concerns runs from 20, even to 30 per cent.

"The cutter cuts for a purpose to give the impression to the public that he is able to undersell his neighbor or competitor, and having given this impression by liberal advertising and always by advertising at cut prices, well-known articles, proposes to increase his business by selling either a substitute for the article or additional merchandise from what are known as "orphan" brands, bulk commodities, in connection with the article offered at a cut price.

"The whole practice is based on an unmoral or immoral conception of business and it has been increased by that construction which the courts have placed on the Sherman law, and which takes from the owner of a trademarked, copyrighted or patented article, any rights whatever as to its re-sale price. Let me cite the business in which I am engaged. In this trade there are thousands of articles for which there is a National sale and demand, tooth paste, tooth powder, toilet articles, proprietary medicines (some worthless, some of real merit), soaps, safety razors. What is the result of cutting the retail price of these goods? Simply this, that every dealer, large or small, engaged in this practice, must necessarily have on his shelves or counters a supply of substitutes, which, by what is called "skilled salesmanship," are pushed into the unwilling consumers' hands.

"John Smith enters one of these drug stores and asks for a package of Lyon's tooth powder, Pebeco, Daggett & Ramsdell's cold cream, or whatever it may be, which he has seen advertised at a cut price, usually 33 or 50 per cent less than the figure which it is supposed to sell for. The salesman, perhaps, will give it to him grudgingly, but, depending on the degree of skill which has been acquired from coaching from headquarters, he will induce the buyer to take a substitute.

"There are three or four great corporations in the United States today manufacturing these substitutes; I will not mention their names. Their goods are seldom or never advertised in public print; they are sold to the druggists or handled by these agencies at nominal prices. No one but the manufacturer knows what they contain or how they are made. The dealer merely knows that they add a splendid profit when sold in competition with the well-known advertised article. For instance, Pebeco costs the jobber 29c; it costs the retailer 35c, and is presumed to sell for 50c. It does not yield an exorbitant profit. It is sold in our city today by department and cut rate stores at prices ranging from 28 to 35 cents. It is a so-called trade-bringer, and when a substitute is not offered, it is because there is the hope that the customer will buy other merchandise in connection therewith. This is the true gospel of the cutter, the department store and the mail-order house, which the Stevens bill is calculated to cure.

Small Stores Doomed.

"You, as traveling men, depend for your wage and success in your vocation, on the number of retail firms with whom you can do business. Every day sees a diminution relatively of these smaller stores. In time they will absolutely disappear at the present rate, and there will remain the great mail-order houses of Chicago, with their branches, a few department stores and a very limited number of small merchants, struggling by every means in their power, honorable or otherwise, to secure a living, and this condition will come about from the existence of the Sherman anti-trust law which has been so perverted from its original intent that it has become a weapon for the destruction of those whom it was designed to protect.

"These are the axioms which I wish to impress on you: Cut prices do not mean cheaper merchandise. The cutter does not carry on his business at a lower cost than the man who sells all his merchandise at a fair profit. The cut price system is inherently dishonest. Cut prices destroy the avenues of fair and honorable publicity and work an injury to the honorable retailer, the jobber, the manufacturer, the publisher, the salesman and to customers in every walk of life.

"The movement for which I speak, is indorsed by the Chamber of Commerce of the United States of America and more than 300 organizations, representing wholesalers, retailers, manufacturers and consumers, from the Atlantic to the Pacific Coast. Great men indorse this movement because they see in it relief from present ruinous competition. Bankers, jobbers and all who have to do with the responsibilities attached to commerce, as they become familiar with its purposes, indorse it unqualifiedly, and I hope you will see your way clear to lend your voice in behalf of what I have offered."

Woman Says Man Threatened Life.

Because, she said, he had threatened to carve her to pieces and throw her body in the river, Izetta Brown, aged 30, caused the arrest of William C. Day, aged 38, Friday night. She had deserted her husband and children at Denver almost a year ago for Day, she told the police. Day is held without bail and the woman as a witness.

WOODMEN WHO WILL PARTICIPATE IN WELCOME TO HEAD CONSUL BOAK, WHO WILL ARRIVE IN PORTLAND TODAY.

Drill Team, Webfoot Camp No. 65 W. O. W.

Escort Committee, Left to Right R. B. MacHale, J. R. Gladhyn, And James Ruddiman

HONOR DEGREE FREE

Independent Order Formed by Workmen Auxiliary.

OFFICERS ARE ELECTED

Career Is Launched at Close of Convention Held Last Week. All Join in Move for National Home for Feeble.

As an independent order, the Degree of Honor now is launched upon its career after a successful convention which closed last week. The order, formerly an auxiliary of the Order of Workmen, declared its independence at the convention and is now a competitor. The lodge will now be open to men as well as women. The Grand Lodge Degree of Honor is socially and fraternally associated with the National body, having a delegate and an alternate to represent the order at the triennial session of the superior lodge. Oregon also has a superior officer, the retiring Grand Chief of Honor being a Superior Usher.

Among other things the convention delegates and visitors joined in the movement to maintain a National Home and Sanitarium for the aged and indigent members. Each member has been requested to give a foot of pennies and

Mrs. Frances Buell Olsen, National President of Degree of Honor, Here at Convention.

miles of the coppers will be collected in 1915.

A distinguished visitor at the convention was Mrs. Frances Buell Olsen, of St. Paul, Minn., National president of the order. She is a charming woman and an able leader.

New officers were chosen for the ensuing year and installed as follows: Past Grand Chief of Honor, Margaret Gilchrist, of Albany; Grand Chief of Honor, Nora Hendricks, of McMinnville; Grand Lady of Honor, May R. Moorhead, of Junction City; Grand Chief of Ceremonies, Millie Pugh, of Salem; Grand Recorder, Margaret E. Becker, of Portland; Grand Treasurer, Ida Bosler, of Montavilla; Grand Usher, Elizabeth Reid, of Albany; Grand Inner Watch, Hattie Koepke, of Eugene; Grand Outer Watch, Myrtle Rand, of Lebanon. Standing committees are: Finance, Iona M. Schryock, Portland; Fidelia I. Mann, Portland; Edna Williams, Portland. Law, Harriet C. Looney, Salem; Julia A. Gault, McMinnville; Ada B. Kuykendall, Eugene. Grievance and Appeals, Wilda Belknap, Prineville; Minnie A. Mason, Portland; Mattie T. Smead, Hepner.

The regular session will be held in Portland, Or., in April, 1917.

ALL-STATE CLEANUP IS AIM

Chamber Committee Organized for Campaign, May 4 to 11.

George D. Lee has been appointed chairman of the special committee from the Chamber of Commerce to have charge of the campaign for "Clean-Up and Paint-Up week," May 4-11, and the committee organized yesterday at a meeting at the Commercial Club. The plan is to make the movement statewide and to arrange for the organization of sub-committees to work throughout the city. In other cities of the state, the Commercial Clubs will be asked to handle the campaigns in their cities.

The purpose is to encourage cities all over the state to "dress up" and make themselves as attractive as possible to the tourists who will come by way of the Northwest, to the Panama-Pacific Exposition. Churches, schools and civic organizations of all kinds will be enlisted in the movement.

PERSONAL MENTION.

H. B. Olds, of Seattle, is at the Cornelius.

R. H. Davis, of Hood River, is at the Perkins.

James Breck, of Seattle, is at the Carlton.

P. F. Hedine, of Oakland, is at the Nortonia.

F. B. Waite, of Sutherlin, is at the Imperial.

W. A. Morey, of Minneapolis, is at the Seward.

D. B. Snyder is at the Multnomah from Salem.

F. T. Pate, of Albany, is registered at the Seward.

W. B. Cropey, of Graybill, Wyo., is at the Oregon.

C. J. Robinson, of Walla Walla, is at the Nortonia.

W. A. Barr and wife, of Corvallis, are at the Cornelius.

Ernest A. Hyland, Eugene merchant, is at the Oregon.

John Newman and wife, of Lebanon, are at the Perkins.

N. H. Webber, of Eagle Cliff, Wash., is at the Imperial.

J. Hilland and wife, of Nashville, Or., are at the Carlton.

C. E. McPherson, of Winnipeg, Can., is at the Multnomah.

D. P. Murphy, of Tacoma, arrived at the Oregon yesterday.

E. McBroom, of Chehalis, arrived at the Carlton yesterday.

H. J. Evans, of Baker, registered at the Perkins yesterday.

W. E. Martin arrived at the Carlton yesterday from Eugene.

Mrs. K. Cooper, of Sherwood, was at the Cornelius yesterday.

W. R. Knight, of Corbett, registered at the Perkins yesterday.

J. W. Harris, of Astoria, registered at the Imperial yesterday.

J. M. Burt, of Pendleton, is among the arrivals at the Oregon.

H. K. Dent, of Los Angeles, arrived at the Multnomah yesterday.

E. D. Hollewell, of Los Angeles, arrived at the Seward yesterday.

F. H. Woesner, of San Francisco, arrived at the Nortonia yesterday.

K. O. Hauser, a contractor of St. Paul, Minn., is registered at the Multnomah.

F. W. Wilson, an attorney of The Dalles, arrived at the Cornelius yesterday.

C. E. Belding, orchardist of Hood River, arrived at the Imperial yesterday.

Mrs. A. L. McConnell returned to Portland last week after a two weeks' visit with Mr. and Mrs. L. M. Hesse at their ranch in Washington County.

Mr. and Mrs. G. F. Metzger, of Lakewood, O., are at the Hotel Multnomah for a few days on their way to San Francisco and other Coast points.

CHICAGO, April 24.—(Special.)—A. W. Aldrich and T. F. Hopkins, of Portland, Or., are registered at the Majestic Hotel.

I. I. BOAK DUE TODAY

Escort of Woodmen Is to Meet Head Consul.

ROUTE OF PARADE CHOSEN

Party Is to Attend Baker Tonight and Representative Hawley Will Be the Principal Speaker on Programme Tomorrow.

I. I. Boak, head consul of the Woodmen of the World, will arrive in Portland today. Elaborate preparations are going forward for his entertainment. In addition to being a reception for Mr. Boak, the occasion will be a celebration of the tenth anniversary of his stewardship as the head of the Pacific jurisdiction of the lodge and all the camps of the city are preparing to take part.

Mr. Boak will be the principal speaker at the programme which will be given in the Masonic Temple tomorrow night at 8 o'clock. In addition, Representative Hawley will speak and Mayor H. R. Albee will give the address of welcome. A pleasing variety will be given to the evening's entertainment by a number of musical selections and some work by Webfoot Camp drill team. Members of Portland Camp No. 107 uniform degree team will act as ushers.

Escort to Greet Head Consul.

The head consul will arrive on the Shasta Limited from San Francisco at 1:50 and will be escorted from there to the Woodmen of the World Temple by the members of the various camps of Portland. Grand Marshal Patrick MacHale has announced the following route for the parade:

Starting at Union Depot, south on Sixth street to Glisan, west on Glisan to Broadway, south on Broadway to Madison, east on Madison to Third, north on Third to Washington and west on Washington to the temple.

Members will assemble at the Union Depot not later than 1:30 to greet Mr. Boak. The parade will be headed by a platoon of mounted police and a band.

On the arrival of the parade at the Woodmen Temple a reception will be given to enable the members to get acquainted with the head consul. In the evening the Woodmen will attend the Baker Theater in a body. Monday morning Mr. Boak will be taken about the city and over the Columbia River Highway in order that he may have a chance to see a few of the beauties of Portland and vicinity.

Webfoot Degree Team to Perform.

The uniform degree team, Webfoot Camp 65, Woodmen of the World, which is on the programme tomorrow night, is one of the teams that is arranging to go to the Panama-Pacific International Exposition. It will compete for prizes with all comers from the Pacific jurisdiction, Woodmen of the World. This team won first prize at the Alaska-Yukon-Pacific Exposition in Seattle and its members expect to receive high honors at San Francisco.

The escort committee, which is to have charge of the parade today, is composed of Captain P. B. MacHale, Captain J. R. Gladwyn and James Ruddiman.

The complete programme for the meeting tomorrow, which is free to the public, is:

Orchestra, Webber's Junior Banjo Sextet; (a) "Paris March," mezzacapo (Weber); (b) Finale to "William Tell," (Rossini-Weber); introductory remarks, George Rossman, chairman; address of welcome, H. R. Albee, Mayor; presentation of head consul's class, E. P. Martin, deputy head consul; vocal selection, Ad Club Quartet, "Bedouin Love Song" (Foote); Head Consul Boak Song, Ad Club Quartet, by Neighbor L. W. Lewis, of Webfoot Camp, No. 65; address, I. I. Boak, head consul; orchestra, Weber's Junior Banjo Sextet, "Mill in the Forest," descriptive (Ellenberg-Odell); remarks, W. C. Hawley, head manager; vocal selection, T. W. Zimmerman, of Multnomah Camp, "Toreador Hola" (Trotere); musical selection, F. E. Beldin, of Arleta Camp; vocal selection, Ad Club Quartet, "Heidelburg," from "Prince of Pilsen"; pyramids, by Webfoot Camp drill team, and Woodmen of the World closing ode.

TARS READY FOR TEST

NAVAL MILITIA INSPECTION ON CRUISER BOSTON TODAY.

Check on Equipment and Execution of Drills Aboard Ship Are to Be Features of Programme.

The Jack Tars will be put through drills of various kinds as a feature of the annual Federal inspection of the Oregon Naval Militia on the cruiser Boston today from 2 to 5 o'clock. Lieutenant R. R. Smith, who is in charge of the Portland Naval recruiting station, has been appointed inspecting officer. Adjutant-General White will be present during the inspection.

Assembly of the Naval Militia will be sounded on the Boston at 1:50 o'clock and at 2 o'clock the divisions will be inspected at quarters. This inspection will cover attendance, condition of uniforms and equipment and general appearance of the divisions.

Immediately after the inspection the fire drill will be executed. All the water-tight doors and hatches will be closed, the hose let out and the water turned on. The time required for the performance by each division will be taken and faults noted.

Collision drill will follow fire drill and will be carried out completely. The call will be sounded and the signal then given to abandon ship. The men will provide themselves with supplies and fall in opposite the places where the boats are lowered.

The general drills will be followed by special and ship drills, such as the man-overboard drill, boat drill, gun drill and infantry drill.

An inventory will be taken by the inspection officer of the arms, uniforms and equipment to determine if each man has a complete outfit. Each department of the ship will also be inspected.

RESIDENT OF CITY 19 YEARS PASSES AWAY.

Prosper Boon.

Prosper Boon, for 19 years a resident of Portland, died last Wednesday at his home, 630 Northrup street, at the age of 47 years. He is survived by his widow, and daughter, Irma, and three step-children, Maxine, Marcella and Alice Boulanger. His brother is Joseph Boon, of Portland, and two other brothers and a sister live in Belgium. Mr. Boon was a member of the Maccabees.

The funeral was held from the St. Mary's Cathedral Friday. Burial was at Lone Fir Cemetery.

COLLEGE BOOKS LISTED

Library Posts Reading Based on Entry Requirements.

In the circulation room of the Central Library is posted a list of suggested reading based upon college entrance requirements in English. Many people who cannot go to college will enjoy reading these books.

The circulation department has prepared a list of books "as interesting as fiction" for those who want something entertaining that is not a love story.

In the display case are books on house decoration, plans, gardens, china, rugs and furniture.

Every business man will be interested in the new list of books on business.

Dr. Morgan will deliver his last lecture in the course on the riddles of the universe on Tuesday night, April 27. This lecture will be given in Library Hall, and will be illustrated. The subject will be "How Long Will the Universe Last?"

Sawyer's Leg Broken.

Frank Peterson, sawyer at the sawmill of the Clark & Wilson Lumber Company at Linnton, received a broken thigh yesterday morning when the cant, with which a log on the carriage was being turned, flew back and struck him on the right leg. Mr. Peterson was taken to the good Samaritan Hospital, and Dr. John W. Sifton was called to set the break. The physician said that the condition of the man was not serious.

A Delightful Dining Place

You who dine out today will find at The Portland all of the choicest products of orchard and garden, of forest and stream. You'll enjoy, too, The Portland's air of comfort and refinement; linger here as long as you wish.

Breakfast Is Served 6:30 to 12.

A la Carte Service in the Grill Noon to 1 A. M.

Sunday Table d'Hote Dinner five-thirty to eight $1 the Plate.

Orchestral Music Throughout the Evening.

The Portland

Geo. C. Ober, Manager.

Splendid Table d'Hote Dinner and Entertainment in the Arcadian Garden

5:30 UNTIL 8:00 TONIGHT.

Mme. Florence Bokenhoft, Russian-Danish Grand Opera Singer. Also Moren, Tenor, in operatic selections and popular song review.

Professor Waltenberg, one of the world's greatest skaters; Mr. James Bourke, champion ice skater of Canada, and Miss Marguerite Kirkreith, figure and dance skater, in a repertoire of ice-skating novelties.

GRAND CONCERT, LOBBY 8:30 to 10.

Every Saturday—Carnival Night.

Hotel Multnomah

H. L. Boren, Mgr

L. P. REYNOLDS, Asst Mgr

Foster's Free Trips Card

April 14, Read as Follows:

"FOSTER'S FREE TRIPS over good roads, 1915-16, thanks to John B. Yeon."

"If the following will call we will give them their awards: Ethel Lewis, Oregon City; Jas. C. Kune, 271 Tenino Ave.; N. Little, East Thirty-fifth St.; C. P. Richards, Laurette Apartments; Gertrude Cohen, 240 Stanton St.

Get a FOSTER'S FREE TRIPS book—good for $2.50 cash when full. Buy from merchants giving FOSTER'S FREE TRIPS.

The Nortonia Offers to the transient as well as the residential guest the advantages of 300 rooms, with baths and shower baths—the tea-room, 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 Eleventh Streets, Portland, Oregon

California Hotels

San Francisco

GEARY AT TAYLOR

Bellevue Hotel

10 minutes to Exposition without transfer. Built of concrete and steel. Private bath to every room. First class in every detail.

H. W. WILLS, Manager.

(Member of Official Exposition Hotel Bureau.)

San Francisco

Hotel Sutter

The leading first-class hotel of San Francisco which has not raised its rates.

Rooms from $1.50 per day up. Direct carline to exposition. Send for booklet and room chart showing prices of every room.

Hotel Butler

SEATTLE.

Entire New Management. Newly decorated and refurnished throughout.

Rates: $1.00 per Day and up. With Bath $2.00 and up