THE SUNDAY OREGONIAN, PORTLAND, OCTOBER 10. 1915.



ANOTHER VICTORY The Courts Have Spoken

Important to all Merchants

Three judges of the Federal Court sitting en banc at Portland, Oregon, have just decided that the law passed at the last session of the Legislature imposing a five per cent tax on the gross business of all merchants using trading stamps and coupons, and of trading stamp and coupon companies, doing business in Oregon, is uncon-

The decision follows the case of Little et al. vs. Tanner, from the State of Washington, in which it was held to be legitimate for merchants to use premiums as a discount for cash trade and for the purpose of attracting and building up business.

President George B. Caldwell, of the Sperry & Hutchinson Co., and Hamilton Corporation, who is now making a visit to their many merchants and representatives of the Pacific Coast, states:

"The use of trading stamps and similar devices is neither more nor less than a legitimate system of advertising. As well might legislatures attempt to classify separately those who advertise in the columns of the daily papers or use electrical signs, bill boards or other devices and impose a tax upon them to the exclusion of others engaged in the same business who do not so advertise. The attempted classification is purely arbitrary and vicious class legislation and strictly a violation of the fourteenth amendment to the Federal Constitution.

"The Sperry & Hutchinson Co. is the oldest and largest premium house in the world. We employ expert trade analysts and give a service measured by actual redemptions of over 90% of our stamps issued. We employ publicity experts and annually spend several hundred thousands of dollars with newspapers and magazines. We do not invade their field nor do they ours. We cooperate with publishers to get results for our merchants and manufacturers. We invite the fullest publicity of our system and methods in the interest of fair play. The day is now past when competition is to be prevented by associational methods which are to the great disadvantage of individual members. Freedom of business gives every merchant and manufacturer the right to say whether or not he shall use premiums as a permanent business



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builder. To-day over 30,000 merchants of the United States are using our system successfully."

Copies of this Oregon and other decisions on the use of premiums may be had by calling upon any of our principal agents in San Francisco and Los Angeles, Cal.; Salt Lake City, Utah; Portland, Oregon; Seattle and



The Sperry & Hutchinson Co. 2. M. Green Trading Stamps

The Hamilton Corporation

Hamilton Coupons Geo. B. Caldwell, President

Portland Branch, 4th Floor, Olds, Wortman & King



accommodations at the various fra-ternity houses and dormitories.

ing to J. H. Dengel, local representa-tive of Wagner & Son. The next ship-ment to Australia will go forward from San Francisco Wednesday. Wenatchee Apples Reach Sydney. WENATCHEE, Wash., Oct. 2.--(Spe-clal.)--The first boalload of Wenatchee apples for Australia has arrived in Sydney in first-class condition, accord



Hot Cakes and Coffee, 10c; Roast Beef, Mashed Potatoes and Gravy, 10c; Small Sirloin Steak, 10c; Regular 50c Tenderloin Steak, 25c. Special 20c and 25c Breakfasts.

35c CHICKEN DINNER SUNDAYS

