

ASSESSOR H. E. REED SEEKS RE-ELECTION

Candidacy Is Based Upon Record Established During First Term in Office.

POLICIES ARE OUTLINED

Patronage of Home Industries, Work Along Standardized Lines and Budget System for All Units of Government Favored.

Henry E. Reed, Assessor of Multnomah County, announced his candidacy yesterday for re-election to a second term, subject to the holding of a primary. So far, he is the only candidate mentioned for the Assessorship, either by Republicans or Democrats.

"I will seek re-election as County Assessor upon the record of my first term," said Mr. Reed in a formal statement of his candidacy.

"I have been an endeavor to discharge my duties with courtesy, efficiency and economy and with the object in view of establishing the office in the public confidence. The result which has attended this effort will be left to the judgment of the public.

"In announcing my candidacy, I will refer, as to the past, to the record accomplished during the present term.

Personal Supervision Cited.

"All branches of the work have had my constant, personal supervision. Knowledge of the details justifies me in saying that the office under the present administration is handling each year as much work as it handled in 1912, if not more, and for a cost approximately of \$5000 less per year.

"At the beginning of the current term, the office had been allowed for the year, 1913, an expense account of \$50,000. Notwithstanding that the Legislature of 1913 so changed the assessment laws as to require the roll to be completed 42 days earlier than usual, the office saved more than \$19,000 of the allotted amount.

"Each year of the present administration the office has spent less than the face of the budget, the total saving for the three years being about \$27,000. In the seven years before 1913 the expenses of the office exceeded the budget allowance from \$2200 to \$3700 per year, the total deficit for the seven years being nearly \$24,000. The figures are taken from the County Commissioners' Journals and the official reports of the County Auditor.

Measure Standard Adopted.

"Conforming to the practice of other communities where a system has been introduced into assessment methods, the office has adopted, subject to such revision as experience may dictate, a normal roll as a standard of measure, a depth curve for inside lots, a scale for corner lots, factors for valuing buildings and a table for the depreciation of buildings. Committees of the National Tax Association have approved the plan of adopting rated rates instead of using arbitrary judgment in the valuing of property.

"The methods which have been introduced and applied in Multnomah County have eliminated guesswork in the computing of values. As a further step in the direction of certainty, the office this year installed a permanent record of realty sales as representing cash value of property conveyed, of loans as indicating the value of the real estate security accepted by the lender, and of mortgages as representing values based upon capitalization of rental.

Tax Rate Sheet Published.

"Each year, beginning with the roll of 1913, the office has published for the information of tax payers, a tax rate sheet containing the rates of levy and summary of all taxes levied for any purpose in any taxable district in the county. This information had never before been available to the public, except in a limited way. Its annual publication now gives the public insight into the amount raised by taxation for the conduct of the various functions of government.

"Believing in the principle of patronizing home industry, one of my first official acts as Assessor was to put a stop to the custom of sending out of Multnomah County for the printing and binding of the assessment rolls. While the rolls were in transit from and to Portland they were in great danger of destruction by fire, or otherwise, and nothing of the possibility of alterations.

"The practice was an injustice to local printers and binders, who have their capital invested in this county and employ labor and pay taxes here. I adopted the policy of keeping this work at home and have been well served at reasonable prices by our home manufacturing institutions.

State Census Opposed.

"At the County Assessors' Convention at Salem in December, 1913, I introduced and obtained the adoption of a resolution recommending that the Legislature of 1915 repeal the law requiring a state census. So far as my information goes, this was the first move in this direction. The law referred to was repealed in 1915 and the taxpayers of the state were saved a cost of collecting information which in the past has been estimated at \$1,000,000. Multnomah County saved \$15,000 by the repeal of the census law.

"I have kept the promise made in my first campaign, that if elected, I would make the office an open book to the people. There is nothing mysterious about the assessment of property, nor is there any information which an Assessor should conceal or has a right to conceal from any one. Therefore, the office since 1913 has made accessible to all persons, not only the books which the law designates as public records, but also field books and other reports and documents bearing upon the subject of assessments.

Budget System Favored.

"I am in favor of the budget system for all units of government, which have the authority of law to levy taxes and expend public money. As a member of the Metropolitan Council and a member of the 1914 and 1915 and advisor to the committee of 1915, I endeavored to do my share of the work of installing the system in this county. I am also in favor of an effective tax limitation law and have publicly advocated amendments which will strengthen the present enactment on that subject. Tax limitation, properly framed and administered, will not hamper government.

"On the contrary, it will promote economy and efficiency. It will shed needed light upon the details of all budgets and the purposes of expenditures of public funds, and bring to the people full value for the money which they pay into the treasury.

"Beginning with 1913, the office established a rule of assessing all land with regard to its physical condition, ownership and value on March 1 of the assessment date, as the law seems to contemplate. This action brought to an end the custom which had prevailed for some time of assessing lots and blocks, land which was in acres on the assessment date and platted subsequently thereto."

MULTNOMAH COUNTY ASSESSOR, WHO ANNOUNCES CANDIDACY FOR RE-ELECTION.



SCHOOL WINS PRAISE

Scope of Medical Branch of University Explained.

LACK OF MONEY HAMPERS

Officials Point to Unbiased Surveys by Great Organizations and Tell Civic League of Plans for New Building.

That the school of medicine of the University of Oregon is fulfilling to a remarkable degree its place in the Northwest in research work, in education of young men for the efficient practice of medicine and in co-operation with the state and county boards of health in an advisory capacity in matters concerning the public health, in spite of the limitations of equipment and financial resources that hamper it, was the opinion expressed by members of the faculty of the school at the luncheon of the Civic League yesterday. In making this statement, the officials pointed out that they did not depend upon their own opinions, but were backed by the official finds of surveys by great school foundations.

Dr. K. A. Mackenzie, dean of the school of medicine, pointed out that there are 50 teachers, men of prominence and weight in their department of medical practice, who are giving part of their time as instructors without pay. All of the state appropriation for the school goes into maintenance and into the pay of the six or seven full-time professors.

"The cost of training a young man in the school of medicine is about \$450 a year, and the cost of the equipment necessary to carry on such work. The fees for the student are only \$150 a year. From this it can be seen readily that the school must depend for its continuance in its work upon the appropriation from the state and upon private donations."

Dr. Mackenzie mentioned the campaign that is now on for a building fund, and predicted that within the next 60 days he would be able to announce that they were ready to begin building with a fund of not less than \$100,000 on the new campus donated by the O. W. & N. Company.

Dr. R. B. Dellehant outlined the actual service that the school is doing for the state in its three essential lines of activity, and pointed out that as its financial backing increased the scope of this service would increase incalculably. Professor W. H. Norton, assistant to the dean of the school of medicine, also spoke.

Before the opening of the regular programme, J. W. Bengough, Canadian for the entertainment of the league. President P. L. Campbell, of the University of Oregon, was chairman.

STEVENS BILL DEFENDED

W. F. Woodward Says Price-Cutting Is Dishonest Advertising.

PORTLAND, Feb. 26.—(To the Editor.)—A recently published dispatch under the head "Trade Bill Fought—Price Code for Designated Goods Is Opposed," describes the formation of an organization for the purpose of opposing what is termed the "Stevens bill." There are some statements in this article which call for a reply, in order that the features and purposes of this proposed legislation may be more clearly understood by the consumer, who just now is being brought into the limelight by department and mail-order stores, as the ultimate victim of the evils which the proposed legislation will compass. The organization seems to contain very few "ultimate consumers"—department stores, principally, and other names unknown to the consuming public, either as manufacturers or in any other way.

There is now before Congress, in the hands of the interstate and foreign commerce committee, a bill introduced by Representative Stevens, of New Hampshire, and an amended bill introduced by Representative Stephens, of Nebraska. In the latter bill there are amendments which were inserted for the purpose of meeting the objections of certain manufacturers and merchants as to certain conditions of selling. They do not materially affect the principle of standardization, but they make a little clearer the evil of price cutting and the remedy which this bill seeks to provide.

The article referred to above says that: "If this bill should be enacted into law nearly every manufacturer would obtain a trade-mark for his product and thereby obtain a monopoly which would enable him to control the price of the same even after it had passed into the hands of the jobber

and retailer. This is manifestly unfair, as the manufacturer has it within his power to fix his price at the time of the first sale and then obtain whatever profit he is entitled to. It is certainly contrary to public policy to permit him to dictate the price after he has sold his product to the jobber or retailer and received full payment therefor."

First of all, a manufacturer whose product is unknown, is scarcely likely to avail himself of this privilege. His trade-mark has acquired no special monetary value—neither he, nor the retailer, nor the consumer having become interested in his product. How different the case with the manufacturer of a nationally advertised article, standard in quality and possessing a standard value and selling price! There attaches to the trade-mark of this manufacturer a different responsibility. His trade-mark means something; carries the guaranty of quality—of uniformity—a value which has been created by the expenditure of much money, effort and time, quite apart from the intrinsic value of the article to which it is attached. These are the goods to which the gentlemen controlling the great mail-order houses and department stores today are directing their attention, as outlined above.

Standardization by law of a widely known article sold under a trade-mark takes away the privilege of "baiting" the public by cutting the price of this well-known article, and one of the principal weapons of the cutter is wrested from his grasp. A cut price, fundamentally, is the selling at less than the marked price—less than a price which will yield a fair margin of profit, an article which is known to the world as possessing a standard of quality and uniformity.

There are but two reasons which stimulate price cutting, one that the customer, attracted by the "bait," may be induced to purchase a substitute which will yield a larger margin of profit. The other is the presumption which cut prices create in the minds of the public, that all merchandise offered by the dealer is sold at corresponding reductions. Either or both of these incentives constitute in the last analysis a dishonest type of advertising. It is selling merchandise under a false pretense. So far from the bill being contrary to the interests of the jobber and retailer, it makes for the best interests of manufacturer, jobber, retailer and consumer alike. There is no permanent advantage in deceptive merchandising. The customer, with cut rates, is able to buy a single article for less than cost; sooner or later that consumer of "cuts" will have to pay for the overhead expense which must be met at some time by the merchant in conducting his business. He must make up his loss on the articles sold at a cut price by marketing something else at a correspondingly higher figure. This is axiomatic.

If any person has a doubt as to the ulterior purposes of cut prices, let him read the advertising of this year and note the various sundry clauses attached: "No telephone orders received for these"; "customers must call in person"; "only a limited amount sold to each"; "Occasionally, and very rarely, staple commodities are offered at what are termed cut prices; for instance, sugar will be heralded in the public prints at a very low price, with the qualification that this article, alone, cannot be purchased—other groceries or merchandise must be bought at the same time, and further, no telephone orders will be taken."

Here is a store where there is a display of these cut-rate items. Note how skillfully they are displayed alongside of "orphan" brands, the long advertised, but never sold, which must be traversed before the unwary consumer can reach the offered "bait."

The article says further: "How manifestly unfair to force the merchant to hunt out the manufacturer in order to obtain permission to sell at prices less than dictated." The merchant is under no obligation ever to buy the merchandise, hence, the necessity of chasing the manufacturer across the country to get permission to sell at a lower figure is not a necessity at all. The bill does not create a monopoly.

It will destroy one of the greatest monopolies in our country today, a monopoly by the existence of which one or two great mail-order houses, department stores or general stores in a town may, by singling out special lines of merchandise for their predatory cuts, ruin the business in that particular line, selecting well-known, nationally advertised articles and slaughtering them, making an excellent profit the while, on other lines of which they have many, proceeding from that to neckwear, toilet articles, groceries and the like; saddling the overhead of their business on lines which are not cut, while the public is being led to believe by skillful advertising that the articles offered at cut prices are only indicative of similar cuts on every other line. All of this is patent and requires no elucidation.

A great department store not long ago advertised the Ingersoll watch at 68 cents—a watch which should retail for \$1 and which costs the dealer 47 cents. They made the statement that they were able to do this because their overhead expense was so low; because they so skilfully conducted their business they could afford to do it. Alongside the Ingersoll watch was displayed a watch of Swiss manufacture and an American case, priced at \$8.49. Investigation proved that this watch yielded this store a profit of over \$3.50; it was an unknown brand, however, and was skillfully placed alongside a well-

Said the Critic—

"Give us TRACTION, without Friction!"



NOTE.
"No Concern in America made, or sold, during its latest fiscal year, nearly so many Motor-Car Tires as did The B. F. Goodrich Co. Our published Challenge, still unanswered, proves this."

GOODRICH "BAREFOOT" Tires

EASTERN WOMAN GUEST

MISS MEME BROCKWAY TALKS OF SUNDAY-SCHOOL WORK.

Score Members of Workers' Union Hold Monthly Luncheon at Home of Mrs. C. A. Morden.

NEW COURSE ANNOUNCED

O. A. C. Adds Work in School of Home Economics.

OREGON AGRICULTURAL COLLEGE, Corvallis, Or., Feb. 26.—(Special.)—A chapter of the P. E. O. Sisterhood in this county appeared when William L. Welch, of Dairy, filed his petition with County Clerk De Lap. Mr. Welch will oppose Burrell W. Short, who filed only this week for the same place. Both men are strong in their districts and in the city and a lively contest is probable.

AD CLUB GETS NEW HOME

Headquarters at Imperial Will Be Occupied Wednesday.

P. E. O. Sisterhood Now in Albany.

ALBANY, Or., Feb. 26.—(Special.)—A chapter of the P. E. O. Sisterhood has been established in Albany by Mrs. Seymour of Forest Grove, head of the state organization. The officers of the new organization are: President, Mrs. H. S. Logan; vice-president, Mrs. J. K. Weatherford; recording secretary, Mrs. A. S. Hart; corresponding secretary, Mrs. D. H. Bodine; treasurer, Mrs. I. A. McDowell; chaplain, Mrs. John Penland; journalist, Mrs. L. E. Tracy; guard, Mrs. Mark Weatherford.

WHEN there arose, in the Tire Industry, a sound of Many Voices,—each clamoring that its Owner had the very best "Non-Skid" design that ever did happen on a Tire, our Professional Critic said, with much Chuckle,— "Give us Traction without Friction!"

We are glad to have met that "Poser" more than half-way. Here's how and why. Makers of "Non-Skid" Tires, in a mad effort to produce maximum Traction, have done the very natural thing of being too successful.

Too successful in gaining Traction, not merely through "Non-Skid" designs, but through providing a sandpaper texture in Tire Tread Rubber which grinds against the pavement, wearing out as it grinds.

Of course such Treads HAD to be made very thick, and the Tires very HEAVY, in order not to wear out too soon under such constant grinding, with such constant strain on the Rubber Adhesive between the many layers of Fabric in their necessarily cumbersome construction.

Of course, such Tires were heavy in that part of the Car below the Springs where Engineers say that every pound of weight counts as more than twenty pounds placed above the springs.

But beyond all this, their great thickness, the many layers of Fabric, and the stout Tread of gritty, sandpaper, Rubber, made them naturally stiff, unyielding, hard to bend, and conform where obstacles were struck,—hard to drive with moderate power,—and slow to coast down hills (which proved all this).

The intention was good, but the result was a relatively hot, stiff, Tire, with a Traction-wave to overcome that went far toward boosting the Sales of Gasolene. Well,— Making the Silvertown Cord Tire, taught us a few lessons in the manufacture of lighter, cooler, more flexible and enduring FABRIC Tires.

THE "Silvertown" Tire, you know, gains its marvellous Speed (and the Coasting qualities that demonstrate its Speed) primarily through having only TWO layers of Cords, laid transversely.

Of course, these TWO layers bend more readily than Five, Six, or Seven Layers of Fabric do (or of Cord wound).

But, we found it necessary, in order to conserve that flexibility (in the Two-cord construction), to put a Rubber Tread over it which was equally flexible,—equally strong,—and elastic enough to act as a sort of spring between the Earth and the Tire-casing, when Brakes were thrown on at stopping, or clutch thrown in at starting.

So, we had to devise practically a new kind of Rubber,—for this purpose TWO YEARS AGO. This new type of black "Barefoot Rubber" now does for GOODRICH Tires a work similar to that done by the wonderful Alloys of Steel and Bronze in modern Motor Car construction.

It multiplies Rubber Efficiency, for Tire purposes, while decreasing its Weight, and without increasing its Bulk, or its Cost to you.

As we cannot yet supply half the demand for "Silvertown Cord Tires" (until enough manufacturing equipment can be constructed) we decided to use this wonderfully efficient black "Barefoot Rubber" in all Goodrich FABRIC Tires for 1916.

This makes them the most Resilient and Responsive-to-Power,—the most Long-Lived and Lively, of all FABRIC Tires, at ANY price,—without increasing their price to you.

We call this new Hyper-Rubber by the name and brand of "Barefoot Rubber." Because, it CLINGS to the pavement for the same sort of reason that your bare foot clings to a slippery floor, while being flexible, stretchy, springy, and light.

TENACIOUS, resilient, enduring, this "Barefoot Rubber" you today get in all black tread Goodrich Fabric Tires,—Goodrich Motor-Cycle Tires,—Goodrich Truck Tires,—Goodrich Bicycle Tires,—Goodrich Rubber Boots, Overshoes, Soles and Heels, and in none but GOODRICH products.

Get a Sliver of it from your nearest Goodrich Dealer's or Branch. Stretch it thousands of times, but break it you can't. Then test out a pair of these very moderately priced black tread FABRIC Tires, and see!

The B. F. Goodrich Rubber Co. AKRON, OHIO LOCAL ADDRESS, BROADWAY AT BURNSIDE ST.

JUNCTION CITY SEES MELODRAMA

JUNCTION CITY, Or., Feb. 26.—(Special.)—"The Night Riders," a melodrama, was presented Friday night by the High School Dramatic Club. Proceeds went to start a play-shed fund and to assist with the annual publication of Junco-Ed.

UNIVERSITY OF OREGON, Eugene, Feb. 26.—(Special.)—

When the senate of Phi Beta Kappa, National honorary scholarship fraternity, convenes March 10, it will be presented with a petition from 12 Phi Beta Kappa members of the university faculty for a charter for an Oregon chapter. The petition is now being drawn up and will be sent to National headquarters during the coming week.

Members of Phi Beta Kappa in the faculty are: Dr. R. C. Clark, Dr. H. A. Clark, Dr. Timothy Cloran, M. H. Douglas, Mrs. Mable Holmes Parsons, Dr. Joseph Schafer, Dr. Warren D. Smith, Dr. Roy M. Winger, Professor F. L. Stetson, Professor O. F. Stafford, Dr. W. P. Boynton and Mrs. Ida E. Allen.

HAVE COLOR IN YOUR CHEEKS

Be Better Looking—Take Olive Tablets.

If your skin is yellow—complexion pallid—tongue coated—appetite poor—you have a bad taste in your mouth—a lazy, no-good feeling—you should take Olive Tablets.

Dr. Edwards' Olive Tablets—a substitute for calomel—were prepared by Dr. Edwards after 17 years of study with his patients.

Dr. Edwards' Olive Tablets are a purely vegetable compound mixed with olive oil. You will know them by their olive color. If you want a clear, pink skin, bright eyes, no pimples, a feeling of buoyancy like childhood days, you must get at the cause. Dr. Edwards' Olive Tablets act on the liver and bowels like calomel—but have no dangerous after effects. They start the bile and overcome constipation. That's why millions of boxes are sold annually at 10c and 25c per box. All druggists. Take one or two nightly and note the pleasing results. The Olive Tablet Company, Columbia, O.—Adv.