

The Oregonian

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Entered at Portland, Oregon, Postoffice as Second-Class Matter.	1 cent
10 to 14 Pages.....	1 cent
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Fort Worth, Tex.—F. Robinson.	
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PENNSYLVANIA NEWS CO., NEW YORK.

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WHAT KIND OF APPEAL?	
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It is useless to offer counsel to a people who are on a run or stampede, like a herd of buffaloes. Your herd of buffaloes will run till its instinctive motive has been exhausted. And a false alarm will start a herd of buffaloes on a stampede, just as effectively as a real alarm.	
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The Oregonian has been urged to say to men and women who have money in the banks, most of whom are working people, on salary or wages, that if they persist in their run on the banks they will make it impossible for employers to get money to pay them; and business will shut down, employment will cease, and the goose will be killed that lays the golden eggs. Unquestionably. But why take the trouble to say these things? Keep your breath to cool your porridge, or to talk to your herd of buffaloes, itself.	
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So did the crusades, and the awakened energy of the French Revolution. The frenzy of revival meetings does the same. It is the law of every human movement, from whatever cause.	
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It is the law of every human movement, from whatever cause. If any stir or movement in the animal world, great or small—and man on one side of his nature belongs to the animal world—the instinct predominates, and there's no stopping it till it is tired out. In our early days on the Pacific Coast we frequently heard glowing reports of gold discovery.	
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They were vague, indefinite and unverified, but every man would pack his traps and start. The crowd would push on hundreds of miles; the reports would fade out, and one gold-seeker after another would halt or turn back; till finally the head of the column, becoming smaller and smaller, stopping nowhere, yet would dissolve and disappear. A financial panic and run on the banks is very much the same thing.	
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attempt to check it by counsel often has the effect of acceleration of the "run," because it may awaken new suspicion and add to the general fear.	
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Some—not a few—have said: "Why should The Oregonian try to stop us from getting our money? It must want to protect the banks; and its advice shows that our money is in danger."	
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Wise counsel therefore may only increase and aggravate the difficulties of a situation.	
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Not till unreason has run its course can it ever be successfully met with reason. The money of the depositors in the Merchants' National Bank was in no peril, except that which a large body of the depositors themselves created by their run on the bank. Their own fear alone was the agent that produced the catastrophe which they dreaded would catch them. But man is at least as wise as other animals.	
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Good advice is cheap; it is wasted on any one in a panic of fright that has about to lose his money. Yet we have seen the strange phenomenon of widespread general confidence that the country is all right and will get through this little trouble without serious injury, but at the same time much distrust and alarm by the individual.	
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That life of a homesteader is not always a pleasant one. In converting a wilderness into a productive farm there is necessarily much hard work, and the homesteader and his family are not infrequently obliged to deprive themselves of many little luxuries which come very close to being necessities.	
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But he encourages his neighbor to leave his money in the bank and go as usual about his daily duties; by his example he contributes to general financial paralysis and the universal cessation of industry.	
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Withal we have been, and are, moving along in a period of unexampled	
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prosperity. In our own particular section of the United States there seemed until recently to be no cloud upon the industrial horizon. Commodities to sell we have in large quantities and extraordinary variety. Wheat, our chief product, has yielded a vast crop and the market is better than it has been for years. Fruits are plentiful and prices high. Our lumber output is great and the market satisfactory. Everything on which the people of the Pacific Northwest have depended for an income seems to have been