

Why Business Must Be Good

Peace and Plenty in the United States are Bringing on A New Era of Prosperity

Sound Reasons that Insure the Good Times now at Hand—A Conservative Authority States the Solid Basis for His Optimistic Judgment—The New Agriculture--A Boom in Manufacturing--Activity in Domestic and Foreign Commerce--United States to Dominate World Trade and Finance.

The New Spirit of the American People the Indomitable Force Behind the Broadened Conception of American Business that is Destined to Work a Transformation

BY HERBERT MYRICK
President Orange Judd Company

Because the period of liquidation is over. Business has been on a debt-paying basis for several years, and now is in position to go ahead SAFELY and profitably, as there are no accumulated stocks of merchandise.

Because the stoppage of immigration is so restricting the supply of labor that every worker may be employed at fair wages.

Because these working people, and the masses generally, are so bent on having the latest and best of everything as often to be extravagant rather than thrifty in gratifying their wants and thus become liberal consumers of food and merchandise, as well as being producers thereof, creating a vast and constantly expanding home market since there is no limit to human wants.

Because, therefore, the home trade of our people, their dealings with each other, relatively is but in its infancy, in spite of its present gigantic volume, and is about 98 times our total foreign trade.

New Era in Foreign Trade

Because our foreign trade, which now constitutes barely two per cent of our total trade, is destined to grow by leaps and bounds. For the past fiscal year, our foreign trade per capita was almost double that of 20 years ago.

Because the United States now may furnish the world market with much of the merchandising heretofore supplied by Germany, Austria, France, Belgium and England.

Because, once we get that trade we can hold a goodly share of it against all comers.

Because, furthermore, the foreign demand per capita is destined to increase much more rapidly in the future than in the past, since the people in every land, whether civilized or not, have had some taste of the good things of life, which has whetted their appetite for more.

Money Problem Solved

Because, the new federal reserve banking system bids fair to enable the American people to rectify most of the errors of their old monetary system, keep every dollar as good as gold, largely insure against financial stress, and provide adequately and safely for the automatic expansion and contraction of credits and credit instruments, in harmony with the natural expansion and contraction of trade at different seasons and under varying conditions.

Because, when we reflect upon what the American people have accomplished with the least scientific and least elastic monetary system of any modern nation, it requires no imagination to foresee the rapid, healthy and permanent development which will be promoted by the new federal reserve system, which may be perfected as experience shows the way until it adequately serves all the people all the time.

Because, although the new system's going into operation was delayed by pig-headed Senators—the chief of whom has been elected to stay at home—federal deposits of \$35,000,000 in national banks for crop moving purposes, and the fact that every such bank and many of the larger state banks may issue emergency currency under the Freedman law up to seventy-five per cent of their unimpaired capital and surplus, together are rapidly tiding over the temporary financial emergency which now happily is on the wane.

Because, while money everywhere is abnormally close at the moment, due to abnormal conditions abroad and not to any lack at home, credits are now being advanced and are now re-

actively easier and in healthier condition in many rural districts than in some of the larger cities, while bankers and depositors everywhere have co-operated successfully to meet the situation—an exhibit of constructive patriotism for permanent good more worthy of honor than the destructive patriotism of battle's momentary excitement.

Because, also, the whole financial situation is working into better shape with a rapidity in view of the unprecedented shock is received in late July and early August, that emphasizes the inherent economic strength of the United States.

Because, financial and other conditions in the United States during the past two months and at the present time are so infinitely better than in the other neutral nations of South America, Asia and Africa as to prove beyond all doubt the superior economic power of the American people.

Soundness in Farming and Industry

Because the good crops of 1914 and their value have been so thoroughly demonstrated and harped upon as to make it unnecessary to dwell on that much-advertised detail of a fundamentally strong position.

Because, collectively speaking, American farmers will receive more for their labors in 1914 than in any previous year.

Because the world's supply of cereals, harvested in 1914, will be fully ten per cent less than last year, a decrease of over 1500 million bushels, making the aggregate supply no larger than from the crops of 1911, and insuring good prices to farmers for this year and next.

Because the similar strength back of other industries and business is so evident as not to require reiteration here of the vast array of statistics upon which these conclusions rest.

Because, while wheat quotations go down from high-water mark with prospects of peace, cotton goes up under the same influences, and indications now are that wheat both these staples grown in 1914 are finally sold, their growers will be fairly rewarded. Indeed, cotton is the only weak spot in American agriculture just now, but this position is improving daily, and underlying factors point to handsome profits upon present prices of cotton, stocks and bonds.

Because while cereals, meats and dairy products are yielding a fair return to producers, so great is the supply of fresh fruits, vegetables, apples and other perishable food, that they are relatively cheap to consumers and where properly used are bringing down the cost of living.

Because these and other conditions indicate a gradual evening up of the returns to capital and labor, regardless of the industry in which they may be engaged.

Because this leveling up, which has gone further in the last five years than in the preceding two decades, is resulting in a more even distribution of wealth, which is the solid foundation for economic health and for permanency in business.

Because past experience shows how such agricultural prosperity as we now enjoy always ushers in good business, and proves that the men and corporations who place their faith in the United States and back up their judgment with work and money, are the ones to obtain soonest the biggest share in the good times coming.

Amazing Developments in Agriculture

Because agriculture has entered upon a period of reconstruction which is to be one of the most notable characteristics of national development in 1915 and thereafter.

Because the farmer is learning to apply the secrets and enjoy the profits of efficient effort—efficiency in production, efficiency in transforming his raw material into finished products; above all, efficiency in marketing the fruits of his labor and in buying supplies for his business, home and farm.

Because, also, the farmer and his family have turned squarely around from the old idea that anybody or anything would do for the farm and in the farm home, and now demand the best of everything in the way of improved machinery, labor saving methods and better equipment, not only for the farm and its buildings, but even more so for the rural home, not to mention the social, educational, recreative and spiritual interests of the rural community.

Because the new reserve system and established banking methods are to be supplemented by farm finance under national and state laws so as to enable the farmer to employ the three big C's—Cash, Credits and Co-operation—as do other business men, thus enormously expanding rural trade by releasing it from the fetters of mere barter.

Because, out of the 7,000,000 farms in the United States, at least 5,000,000 need to have spent upon them an average of \$2000 per farm to bring them up to the standard of living and of agricultural efficiency typical of the other 2,000,000 homesteads.

Because farmers have the property and annually earn the profits with which to pay for these needed improvements from year to year.

Because this means a home market for ten billions of dollars worth of merchandise, including everything required on a farm or in its home. This new home market on the farms of America which awaits the American manufacturer is in addition to the well-nigh limitless demand created by the tolling masses in other vocations, not to mention the increasing number of drones, who by reason of wealth, disinclination or illness, do not produce or are liberal consumers.

Because, so true is all this, that the current inquiry for rural homes, the present demand for farm property, are now so keen as to be unprecedented at this season—a remarkable phenomenon of unique insignificance.

Other Influences at Work

Because the several hundred thousand Americans who have been spending millions abroad annually are disposed hereafter to "see America first."

Because the stamp "U. S." or "Made in America," is bound to be the recognized standard of quality upon all merchandise at home and abroad, thus increasing its sale.

Because all these factors, along with the increasing activity under way in textile manufactures, combine to spell PROSPERITY for the American people, not only for the winter and spring, but for years to come.

Because all underlying and natural conditions unite to favor continuance of peace and plenty, and added prosperity, in the United States.

Because the American people, already the most prosperous on earth, are most favored by natural and artificial conditions.

Because the United States has the greatest developed and undeveloped industrial resources of any nation on earth—people, agriculture, mining, fisheries, water power, manufactures, commerce.

Because the foregoing is so true that most of us have under-rated the profound significance of this fundamental truth—familiarity too often has bred lack of appreciation for "God's country."

The New Spirit of America

Because, along with peace and plenty promoting prosperity, the public now recognizes more fully than ever before the interdependence of all interests, the wisdom of live and let live, for corporations and individuals, for railroads, as for farms, for banks as for factories, for labor as for capital.

Because, though federal and state laws have little effect upon trade relative to the underlying natural laws that govern supply and demand, American industry has adapted itself already to the newer policies, any shock due to tariff revisions is modified by present conditions abroad, and the national administration now seeks the cooperation of producers and consumers, capital and labor, bankers and manufacturers, in a patriotic endeavor to hasten good times and insure enduring prosperity.

Because one result of this refreshing public spirit will be more harmony between all classes of our people, producers as well as consumers, which will be based on the highest community of interest, fostered by honesty, character, enterprise and co-operation, helped by the Golden Rule, and inspired by the universal faith which now animates the American people—that the United States as a nation is TODAY more than ever the hope of the world.

Because it is only needful for each of us to employ this faith that is in us, to make business active, industry hum, and the economic world prosper in keeping with the evolution of social affairs, education and religion.

Because the indomitable spirit inherent in a mighty people can be held back only for a moment—brushing aside all doubt, fear and uncertainty, this spirit will sweep onward, and express itself in financial, industrial and civic activities and prosperity at which the whole world may only marvel.

Because, after all is said and done, the spirit is the vital thing—the hopes, confidences, sentiments, grit, determination, enterprise, purposes of individuals, separately and collectively; these are the human factors which, working together, make business better and life better all the time for one and all.

NEWS OF NEARBY TOWNS

GRAND JURY AFTER ROBBERS

Investigate the Empire Robbery—New Evidence Discovered from Register.

(Special to The Times.) COQUILLE, Ore., Sept. 25.—District Attorney Liljeqvist today announced that the grand jury were investigating charges from Myrtle Point that a doctor had been writing prescriptions promiscuously the past year to enable imbibers to secure liquor. It is charged that the physician has taken in about \$2,500 in this way in the past year.

The announcement was made following the arrest there last night of Henry Volkman. The investigation was begun and last night case, although not known to be directly attributed to the alleged offense, has aroused sentiment greatly.

"As usual," said Mr Liljeqvist today "liquor is the cause of about ninety per cent of the great volume of criminal business before us. The grand jury has just been swamped with work and the bulk of it is due to liquor.

The grand jury is getting along pretty well with its work and it is possible that it may adjourn tonight until Saturday. It cannot bring in a report today as Judge Coke is not here. He will be here tomorrow. The delay will permit the securing of desired witnesses.

ANOTHER TUNNEL DONE.

The labor of opening tunnel No. 4 on the Willamette Pacific railroad at Alder Ridge is now approaching completion. Operations have been carried on from both ends and last Saturday the passage was broken through, connecting both parts of the tunnel. This is the shorter of two tunnels that are only a few hundred feet apart, and it will take considerable work yet before the passage through the hill will be entirely finished.—Florence West.

SIAUSLAW MILL BUSY.

The Point Terrace Lumber Company received a large order for lumber this week and are at work sawing up the timber to fill the order. The mill has been idle for several months and the people there are glad to see it start up again.—Florence West.

ROSEBURG AFTER TRAMPS

ROSEBURG, Ore., Sept. 25.—Believing that the people of Roseburg should be protected against the invasion of an army of unemployed men during the winter months, Mayor Napoleon Rice this morning announced that he had decided to bring about a solution of the problem of handling these unfortunates by establishing a rock pile on the property near the city barn.

CURTIS FOR COMMISSIONER.

If the Progressives of this neck of the woods are not all dead ones they should remember that they have a candidate on the county ticket in the person of E. B. Curtis, of North Bend, who is running for county commissioner. While the Herald is not a believer in party partisanship in county affairs, still it would seem that the party candidate is at least entitled to consideration, and if he is one of the best men in the field he should not be ignored. While the Herald can not speak from personal acquaintance, all accounts agree that Mr. Curtis is in every way qualified to make a good commissioner; that he is a good business man and a good citizen, of strict integrity and of modern and progressive ideas. It is also pointed out that he is the only candidate from the Bay side who has a chance to become a member of the county court, and it is only a matter of justice that the Bay should be represented. His support from that side of the divide will be heavy, and the people of this side should not attempt to shut that part of the county out altogether.—Coquille Herald.

MARRIAGE LICENSES.

Floyd A. Wynant and Ruby V. Converse.

J. W. Hammock and Cassie M. Roberts.

Eli O. Mills and Emily O. McFarland.—Coquille Herald.

TAKE BOY AWAY.

H. W. Dunham will start for Portland on the Breakwater next Sunday, taking out the Pinegar boy, aged 11, of Bandon, who has been committed to the boys' and girls' aid society.

SUBPOENAS ISSUED

Coos Bay Citizens as Witnesses in Cases Involving Southern Oregon Land Co.

A United States District Judge came down from Coquille yesterday with subpoenas for several citizens of Marshfield to appear in the case of Charles E. Wolverson's district October 2 in connection with the case of the United States vs. Southern Oregon Land Company. R. Smith, one of the principal holders of this concern, has been in the city, having come here some days ago, and it is believed he is gathering evidence for the case, which involves more than 600 acres of land in Coos and Douglas counties.

Those here who have been subpoenaed are George Watkins, J. Siglin, S. B. Cathart, James and Dennis McCarthy. It is believed but not definitely known, that additional persons have been subpoenaed here.

C. R. Smith is a multi-millionaire timberman owning great holdings in Wisconsin and is manager of the Nashua Woodenware Company of that place. When asked this morning regard to the present case, he declared that as he has not been here for two or three years, he cannot be responsible at this time to take to Coos Bay and inspect his holdings. He stated that he is expecting to return to Portland and thence to the east either Friday or Saturday, but other than this the man had nothing to say.

The Coos Bay Wagon Road Company, which received the land grant of alternate sections public land between Coos Bay and Roseburg in 1869 was incorporated with a capitalization of \$40,000. This land that was later transferred to the Southern Oregon Land Company, which is now in liquidation. Previously individual holders of the company have been used by the government on the grounds that they have not sold the land, as per tract, to settlers for \$2.50 per acre. The case now coming before the district court is the first time that the company has been sued under the name of the Oregon Land Company.

STOPS ON WAY HOME.

Mr. and Mrs. R. M. Jennings, Marshfield, stopped in Eugene last night to visit here today on his home from a business trip to the land. Mr. Jennings was manager of the Oregon Power Company in Eugene, and is now manager of the Oregon Power Company in Marshfield. Mr. and Mrs. Jennings have many friends in Eugene—George Guard.

NEWS OF GARDINER

Events Along the Unpopulated Coast by the Courier.

C. A. Perkins, Dr. Fritz Charley Aiken spent a few days at the doctor's summer home on Mile Lake. The doctor reported covering a sand flea that he had sent to the zoological garden at New York.

Smith River is to put a ball team in the field this year. Cliff Benson, the former D. star, will captain and coach team. If Cliff shows any of old time form, Smith River is a hard "nut to crack."

J. P. Christie, cashier and keeper for the Gardiner Jail left this week on his annual vacation, spending part of the time the Slauslaw and Willamette points.

J. E. Nelson, general superintendent for the Porter Bros., who made Gardiner his headquarters some time, will in the future reside at Glenada his principal place of business.

Miss Virginia Lyster left for Marshfield where she has secured a position with Mrs. F. J. mas.

DIES AT GARDINER

German, Called Back to Work in Hospital.

GARDINER, Ore., Sept. 25.—Hutchison, who was brought from Camp 3 to the hospital, suffering from pneumonia, died this morning. He was 22 years of age, and a native of Germany. He had a letter from the Consul at San Francisco requesting him to hold himself in readiness to return to his native country to take part in the European war. Other letters and papers were found that he had roamed over a goodly part of the world. He had no valuables, excepting a cheap watch. He had been employed at Coos Bay a few days when he was sick and brought to the hospital.

DR. H. E. KELTY, DISTRICT ATTORNEY, Phone 112-J, Room 204, Coos Bay.

DR. HORSFALL, HAS MOVING ROOMS 112-14-15, IRVING BLOCK.