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A WISE DECLARATION.

THE realty men of California in a state convention in Oakland, recently voted to exclude fakers from their organization and they passed a strong resolution to that effect. They might have gone further and declared in favor of a policy that would call for exposing fakers in the real estate business. The Times thinks in cities where shady propositions have their center, propositions such as platting additions miles and miles from a business center, that the Chamber of Commerce or other public bodies should expose them. It is as much their duty to condemn the bad as it is to boost what is good.

The business of selling real estate suffers immeasurably in any community that is the seat of a fake enterprise and the community itself suffers even more. When there are so many good investments on Coos Bay to be made, it is a pity that the community should be injured by foisting off worthless property on innocent purchasers.

SYMPATHY

A SUBSCRIBER writes to ask with whom The Times sympathizes in the present great European war. We'll answer that. With the German, French, Belgian and English boys who man the trenches. With the German, French English and Belgian boys who crowd the hospitals, with the mothers who bore these boys, with the fathers who saw these boys grow to manhood and loved them as they grew. With the women who were wedded to these boys. With the children they left when they marched to the front, with the poor peasant woman who struggles against the press of war engendered poverty. With those who in the cities cry out for food. With the men who fight for fatherland, hating war in their hearts. With the great artists like Kreisler who must turn their marvelous melody producing fingers to works of destruction. With the people who must live out their days with lives forever blighted by this war. With the innocent farmers whose fields have been trampled under foot by marching armies. With all the host of those who under the press of a mistaken patriotism must offer up their lives. Those are the ones with whom The Times sympathizes.

IT IS A SWINDLE ON THE BUYING PUBLIC

ONE of the many reasons for the increased cost of living is believed by some business men to be the growth of the practice of substitution.

A manufacturer toils for years and spends much money to invent or promote some novelty that possesses particular merit. At last he succeeds. He then seeks the protection of the patent laws and the trade mark, whose object is to safeguard his interests from imitators of his product. Imagining himself protected, he launches his novelty upon the market.

He advertises. He uses the best channels of publicity. He invests freely in this medium. The merit of the new article is quickly made known to the entire country, perhaps to the whole world. It sells well, and even contributes materially to building up new factories or new communities.

Then the imitator, he who neither toils nor spins, but thrives on the fruit of other men's brains and in the sweat of other men's brows, takes notice. Not content with selling the original man's article and profiting well from the sale, the imitator seeks to substitute something "equally good."

This something never approaches the high quality of the original. It is always "recommended," but it never is "guaranteed," because the imitator knows that he dare not guarantee it. It is sold more cheaply than the superior original novelty and yields more profit to the seller.

is inferior in quality, is waste of money to the buyer. This evil of substitution is said to prevail in every line of business, says an exchange. It is claimed that it is increasing. The injury done to the consumer through inferior goods driving out superior goods is regarded as diminishing the purchasing power of money and thus adding to the cost of living. The public is urged to make it a fixed purpose to drive the "equally good" substitute for the original and superior thing from the market and to throttle the swindle of the imitators in its own interest.

WITH THE TEA AND THE TOAST

GOOD EVENING.

Whoever wishes to study with success must exercise himself in these three things: In getting clear views of a subject; In fixing in his memory what he has understood, and in producing something from his own resources.—Agricola.

THE ROAD TO THE BEST.

On the road no rest is—
Keep the goal in view,
The place where the best is
That's the place for you.

That's the place for you,
Sunny sky and blue;
The place where the best is—
That's the place for you.

Brightest blossoms fallin'—
Birds are singin', too;
But still the goal is callin':
"That's the place for you."

That's the place for you,
Best you ever knew!
Life and joy amazin'—
That's the place for you!

—F. L. Stanton.

Some Coos Bay men pray in public as if they were trying to induce the Lord to vote for them.

Dorsey Kreitzer says that "all sense is divided into three classes—non, common and deferred. Non-sense pays no dividends, common sense pays six per cent, and deferred pays 20—to the other fellow."

There is a man in Marshfield who poses as a "chip off the old block," but he is nothing more than a tooth out of the old rake.

Truth may be stranger than fiction, but most Coos Bay people do not feel at home with strangers.

It's the luck of other people that makes the average Coos Bay man feel dissatisfied with his own.

Lend the average Coos Bay man some money and he will be so appreciative as to demand an encore.

The Coos Bay woman who is always looking for the latest wrinkle fails to look in her mirror.

Some Coos Bay people can't even stand up for their rights without feeling high and mighty.

It is easier to learn how not to do things than to do them.

You can't keep a good man down; nor an upstart.

Discretion may be the better part of valor, but it is often only another name for the lack of nerve.

However else he may slip up on his plans and specifications, the self-made man never skimps his vocal organs.

Many a man who has a cool head is often accused of having cold feet. Infant industries never had such a chance for birthdays.

A war without horrors would be unusual, to say the least.

You can "run down" a good man, but you can't ride over him.

Pay as you go and people will be glad to see you come back.

Lucky is the man who can make a press-agent of every friend.

The world went well when I was young; no gossip had an evil tongue; but people went from shack to shack, to praise a man behind his back. We had the reign unbroken, then, of peace on earth, good will to men. The world grows better, I am told; it may be so—I'm growing old, and everything that's dead looks fine; I want no modern things in mine. What tales were told, what songs were sung, in those brave days when I was young! Then giants piled the pen inspired, and noble bards sat up and lyred; but not the books they're printing now, adapted to the lowest brow. What sort of music do we know? A ragtime strain by Jungle Joe. To dig up music that will last, you have to rake around the past; to find a book that isn't rot, you look to Thackeray and Scott. There's nothing now of lasting worth, that I can see, in all the earth. Perhaps the old world's not to blame; perhaps I'm weary of the game, as people tire when they grow old, and hands and hearts and feet are cold. And so we'll let it go at that; ambitious Youth is at the bat.—Wait Mason.

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