



The Western World

Owned and published by
FELSHEIM & HOWE

L. D. Felsheim, Editor.

Entered as second-class matter at the post office at Bandon, Oregon, January 24, 1913, under Act of March 3, 1879.
Subscription Rates: \$1.50 per Year
Six Months, 75c; Three Months 40c.

Telephone 901

WAS WORTH THE EFFORT

Coos county day was not the success anticipated and the towns of the Coquille Valley were more or less disappointed because more outside people did not visit them last Friday. The fault lies nowhere in particular, although a little more effort might have been expended at Coos Bay to see that the visitors did their part in carrying out the program.

Bandon fared better than Coquille and Myrtle Point, which was no doubt due to the fact that a number of local business men were at Marshfield Thursday and personally engaged the Rosarian band and the other Portland and Eugene people to come here. A visit to Bandon was announced on the official program but had they not gone after the bunch we too might have been disappointed.

While the crowd was only partially as large as local people expected, it was full of life and did as much entertaining as was done for them. Some of the most influential men of the Rose City spent the day here, and needless to say, they were agreeably surprised at the wonderful beach, the diversified display of products and the development in general that they found here. Their visit was a success, and the good advertising this place receives therefrom will be well worth the effort and money expended in entertainment.

Marshfield and North Bend acquitted themselves nobly in the mammoth task they had undertaken. They too expected more outside visitors—people coming here to investigate in view of locating—consequently they were somewhat overly enthusiastic in their plans for the county day. They had a big task which cost a big sum of money and the people of Bandon and community hope they will realize fully on their efforts.

WHAT ADVERTISING DOES

Not a few Bandon merchants are non-advertisers. For their benefit we publish the following:

A man who has made a large success as an advertising salesman recently was asked: "When a merchant says it does not pay to advertise, what do you tell him?"

"I just ask him this: What proportion of the population of this town has been inside your store during the past two months?"

"Very few merchants ever claim they had 10 per cent of the population. Most of the non-advertisers would be glad to get one per cent. A lot of them probably get only a small fraction of one per cent with any regularity."

"Then I say, how are all the rest of the people going to know about your goods? How can they tell whether it would be for their advantage to patronize you or not? If you have good values or special bargains how do they know about it? A great many of them rarely or never pass your store. The great majority that pass give you only a glance. You are not getting their business, having done nothing to interest them."

"Then I go on to say there are just three ways to get some of this trade now slipping past them. They can send around solicitors from door to door, distribute circulars or hand bills or advertise in newspapers. The newspaper notice is read carefully where the solicitor is summarily turned down, and besides the advertising is twenty times cheaper than canvassing. And hand bills are chucked into the waste basket while newspapers are read. If you don't care to use any of these methods, I tell them, most of the people of this town will continue to pass you by without knowing anything about your goods."

HUGHES IS LABOR'S FRIEND

Upon the retirement of Mr. Hughes from the governorship of New York, the following appeared in the "Legislative Labor News," recognized organ of the New York State Federal

THE PROPER USE FOR THE HYPHEN.



—Evans in Baltimore American.

tion of Labor, published by John O'Hanlon at Troy, N. Y., in October, 1910.

"Now that Gov. Hughes has retired from politics and ascended to a place on the highest judicial tribunal in the world, the fact can be acknowledged without hurting anybody's political corns, that he was the greatest friend of labor that ever occupied the governor's chair at Albany. During his two terms he has signed 56 labor laws, including among them the best labor laws ever enacted in this or any other state. He also urged the enactment of labor laws in his message to the legislature, even going so far as to place the demand for a labor law in one of his messages to an extra session of the legislature. Only 162 labor laws have been enacted in this state since 1777—in 135 years. One-third of these, exceeding in quality all others, have been enacted and signed during Gov. Hughes' term of three years and nine months."

It is the duty of a community to see that its home newspaper is properly supported. Proper support means patronage. If a factory or business enterprise is wanted, the newspaper is expected to work for it. If a public meeting is wanted for any purpose, the newspaper is called upon for a free notice. If a celebration is planned the newspaper is expected to give columns of free advertising matter. If any of the societies have a reception or special meeting of any kind the newspaper is expected to give the necessary advance and follow-up publicity. The newspaper must boost the schools and everything else to advance the interests of the business men and laborers of the place. And yet some of them don't even subscribe for the paper, to say nothing of patronizing its advertising columns or its printing department.

There is considerable speculation as to the size of the presidential vote Oregon will poll at the November election whereas the following figures will be of interest: The total vote in the state at the 1912 election was 119,339 of which Wilson got 47,064, Roosevelt, 37,600; Taft, 34,673. It was the first time since 1876 that Oregon went Democratic. This state has five electoral votes out of a total of 531 in the whole United States. The total vote in the U. S. at the 1912 election was as follows: Wilson 6,303,063; Roosevelt, 4,168,564; Taft, 3,439,529. With Roosevelt back in the Republican party and the two factions practically united it looks as if Hughes would carry Oregon overwhelmingly and the country at large by a safe margin.

An obstinate resolution gets the better of every obstacle and shows that there is no difficulty to him who has resolved to be patient.—Seneca. Hard pounding, gentlemen; but we shall see who can pound the longest.—Wellington at Waterloo.

The Portlanders like us so well they're coming back for another visit a little later.

Fleishman's yeast fresh three times a week at the Sanito.

The celebration is over, let's remove the remains.

COUNTY COMMISSIONERS and COUNTY AGRICULTURISTS

(By O. M. Plummer in the Portland Live Stock Reporter.)

During the past year the writer has had an opportunity of investigating the work of County Agriculturalists or County Agents, in this western country particularly. He has talked with the national leaders along this line, as well as with many of the state and county men. That the County Agent is making good in all parts of the country goes without saying. No county, once having made an appropriation for an agent and having given it a fair trial, would think of doing away with the office. The newspapers of different states are very glad to give good space to the weekly reports of the County Agents and much valuable information is being distributed all the time. It is only a question of time, and a very short time at that, until every county in the United States will have, not only an agent but assistant agents as well. At the present time the demand for these men far exceeds the supply—the people having in charge their selection being very careful that those whom they appoint are capable of making good. In the budget which will be passed by the County Commissioners shortly will be found no item which will be a better investment than that set aside for the purpose of co-operating with the federal government in the furtherance of this work. The time will come, and very soon, when prospective settlers will inquire first of all things, whether or not the county in which they desire to make their home has a County Agent.

If they should find it has not surely they will look elsewhere. The taxpayers of no county are going to sit idly by for any length of time and watch their adjoining counties forge ahead because of these self-same agents, while their county stands still; therefore, every taxpayer should take occasion at once to write to his county commissioners complimenting them for their support of the County Agents plan, or in case they have no County Agent, requesting that they give good consideration to the proposition at the time the budget is made up. No Board of County Commissioners can do a greater service for their county during their term of office than establishing a precedent along that line, for every dollar invested by the taxpayers will be returned to them manyfold. Let County Commissioners, where there are no agents, get in touch with their colleagues in other counties, while those County Commissioners who thoroughly endorse the plan can do no greater service to the state than to write to other County Commissioners telling them of their success. Let's make this a coast-wide issue to the end that our Pacific Slope may be recognized as being way in the lead in all constructive work which has to do with the upbuilding of rural communities. The bankers and business men of the large centers of population have been quick to realize the importance of this County Agent movement and have in every case heartily endorsed the work and have been more than glad to carry their share of the taxation.

Odd Incidents In American History

THE BROOK FARM COLONY

On the 29th of September, 1841, a number of eminent men of New England formed themselves into an association which they named "The Subscribers to the Brook Farm Institute of Agriculture and Education." It was declared in one of the articles of incorporation that the object of the association was "to purchase such estates as may be required for the establishment and continuance of an agricultural, literary and scientific school or college, to provide such lands and houses, animals, libraries and apparatus as may be found expedient or advantageous to the main purpose of the association."

By article six of this incorporation "the association guarantees to each shareholder the interest of 5 per cent annually on the amount of stock held by him," and by article seven "the shareholders on their part, for themselves, do renounce all claim on any profits accruing to the association for the use of their capital invested in the stock of the association, except 5 per cent on the amount of stock held by them," and by article eight it was provided "every subscriber may receive the tuition of one pupil for every share held by him, instead of 5 per cent interest."

The subscribers to these articles, for shares ranging in amount from \$500 to \$1500, were such eminents as Nathaniel Hawthorne, Charles A. Dana, George Ripley, Minot Pratt, Sarah F. Stearns, etc. The association was put in motion in the spring of 1841. There were no difficulties in collecting a company of men and women, of large enough to make a beginning.

With the subscriptions a farm of less than two hundred acres was bought for \$10,500 in West Roxbury, about nine miles from Boston. The site was a pleasant one, not far from Theodore Parker's meeting house on Spring street, and in close vicinity to some of the most wealthy and capable and zealous friends of the enterprise. It was found later, however, that the ground was not fit for lucrative tillage, but for an institute of education, nothing could be better.

Brook farm was not a "community" in the strict sense of the term, but was enthusiastically religious in spirit and purpose. There was no theological creed, no ecclesiastical form, and no inquisition into opinions. The thoughts of all were heartily respected.

The association had bought a farm in order to make agriculture the basis of their life, it being the most direct and simple in relation to nature. The members were allowed to keep house, or to board as they saw fit, the cost of provisions to be at wholesale prices, or raised on the farm. All who labored in the community were to be paid so much an hour, choosing their own number of hours and their own kind of work. With the results of this labor they were to pay their board, and also purchase whatever else they required at cost at the warehouse of the community.

Naturally the daily life at Brook Farm was extremely simple. There was at no time too much room for the 150 inmates. The highest moral refinement prevailed in all departments. In the morning every species of industrial activity went on. In the afternoon the laborers changed their garments and became teachers, officers of the abstruse branches of knowledge. The evenings were devoted to such recreations as suited the taste of the individuals. The farm was never thoroughly tilted for the want of sufficient hands.

The most serious difficulties of Brook Farm were financial. As early as 1843 the wisdom of making changes in the direction of scientific arrangement was agitated. In the first months of 1844, the reformation was seriously begun and the model of the new organization was Fourier's "Phalanx." The most powerful instrument in the conversion of Brook Farm was Albert Brisbane. He had studied Fourier's system in France and made it his business to introduce it there. In March, 1845, the Brook Farm Phalanx was incorporated. The constitution breathed the spirit of hope, which in pathetic at this distance of time.

In March, 1845, appeared the community's paper, The Harbinger, to which eminent men from all parts of the country contributed. Its list was about the most remarkable ever presented. This journal lived four years, two at Brook Farm and two in New York. The last number was issued February 10, 1849.

Finally, Brook Farm failed. There was every reason why it should fail. In August, 1847, a meeting of stockholders and creditors authorized the transfer of the property of the

Brook Farm Phalanx to a board of three trustees, "for the purpose and the power of disposing of it to the best advantage of all concerned." And so the most attractive of all social experiments in this country came to an end.

DO NOT NEGLECT YOUR TEETH

A Clean Tooth Never Decays

By having your teeth examined and the necessary work done about twice a year you reduce your dental bills very materially. I do your work with no more pain than the prick of a needle. One trial will convince the most skeptical.

Pyorrhea is easily cured and does not cost much when taken in time.

Dr. F. A. Voge

First Nat'l Bank Bldg.
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OUR BREAD MAN is one of the most skillful in the business. What he doesn't know about bread making isn't worth knowing. Just to prove to yourself how foolish it is to swelter over a hot oven, try a loaf of our light, white, toothsome bread. Once tried it is always a favorite.

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