



The Western World

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NEWSPAPERS AND MONEY

The main reason why all newspapers require payment of subscriptions in advance is because the subscriber receives for his \$1.50 or \$2 a paper that would cost him from \$8.00 to \$15.00 per year were the advertising eliminated from the paper entirely. In figuring the low-cost advertising rate at which it will be possible to publish the paper—which is imperative if the paper carry all available for its columns—the printer first determines the approximate cost of producing the size of newspaper desired for a year. He then approximates the revenue that can be expected from subscriptions and deducts that from the total cost; approximates in printers' inches the amount of advertising available, divides the total into the balance of yearly cost remaining and thus determines the sum at which he may sell his advertising space.

Hence, it will be seen that the success of the local paper in a financial way depends both upon the advertising patronage of the merchants and others, and upon the subscription payments. Placing cost of the average country newspaper at \$12, which is considered low by many authorities, it will be seen that the subscriber pays only about 1-8 the actual cost of the paper which he receives. The same applies under varying proportions to dailies. The cost having been figured to lowest point for the subscriber as an inducement to him to take the paper, it is just to the publisher that the subscriber reciprocate by paying his share in advance, and thus eliminate the percentage of loss that always occurs when numerous small accounts are handled.

In advancing credit to a subscriber who later fails to pay, the publisher not only loses the money involved, but also has his working capital impaired to that extent, with the consequent effect in the aggregate upon the quality of the paper he later is able to furnish his remaining subscribers.

THE PEOPLE ARE SAVING

It has been pointed out as evidence of how strongly the duty of saving had been impressed upon the English people by the war-savings campaign in that country that in the year 1916, although purchasing billions of dollars of war bonds, the small savings-bank depositors in England increased their deposits in savings banks over \$60,000,000, this in face of the fact that the English have been noted as a spending rather than as a saving people.

It seems that a similar process has taken place in America. Two great Liberty Loans were floated in the year just closed, and nearly \$6,000,000 of Liberty Loan Bonds were purchased by the people. Yet instead of being depleted the savings-bank deposits of the country have been increased. The president of one of the large New York savings banks is quoted as saying on December 20th, 1917:

"One of the most remarkable things about the Liberty Loan campaigns is the small effect they have had on the savings bank accounts, which show an increase. This we lay to the appeals made to the American people to purchase the bonds out of their earnings, paying for them from week to week or from month to month. The people appear to be doing as they have been urged, purchasing the bonds from current savings."

WASTE IS CRIMINAL

"To waste now is nothing short of criminal," says Secretary of the Treasury McAdoo.

The duty of the American people to economize in consumption of food and all other materials as well as save money, can not be too often or too strongly urged upon them. The duty is so imperative, its observance so vital to our country's success, that it should be kept constantly before them.

The proposition is plain and understandable. We have lessened the productive powers of the country by taking 2,000,000 men away from the productive forces of the country; instead of producers of one kind or

another the soldiers are consumers of the products of our farms, factories, and mines, and when the munitions they expend and will expend against the enemy is considered they are tremendous consumers of the manufactured products of the country.

A tremendous amount of the manufacturing energy of the country has been withdrawn from manufacturing the things we use in peace and put to manufacturing the things we use in war. The total loss to the country of the productive energy of our soldiers and sailors and the diversion of a great portion of the other productive energy of the country to war purposes lessen to a great extent the amount of material and supplies produced by the country.

To this condition of lessened production and increased consumption of and by our own men must be added the extraordinary demand made upon this country to supply the armies of our allies and to a great extent their population with food and other material.

We must meet the condition that confronts us in two ways—by the strictest economy in consumption, for every pound we refrain from using adds a pound to be devoted to the uses of our Army and Navy and the military forces of our Allies; and by speeding up our production to the limit. The American people are going to do all that they know to be necessary to win this war—to shorten this war. They have only to realize the imperative duty of economy in saving and they will economize and save.

COMMUNITY COOPERATION

Just about every big achievement recorded in history succeeded by reason of well directed cooperative effort, says the Oregon Farmer. It continues:

This is true of towns and communities. Think of any live and prosperous town you are familiar with, analyze the reasons for its growth and advancement and you will find its character reflects the amount and quality of united effort put forth by the residents in and around it.

Most thriving small towns owe their progress to the support that is given their retail stores by the surrounding community. In saying this we do not urge or expect our readers to patronize their local stores if they do not receive good service and fair prices. It is only natural to expect you to trade outside your home town if your local merchant is not alive to your needs.

We believe, however, that our subscribers' best interests, both financial and social, are dependent on building up with their trade the communities in which they live. Trade kept at home means money kept at home—and money makes community progress possible—progress in which all may share.

Buy of your local merchants when you can do so to as good advantage, or nearly so, as you can buy elsewhere. But don't make it hard for your local storekeepers to carry fresh, up-to-date lines of goods by withholding trade you can give him to your mutual advantage. If your home-town merchants are well-meaning, progressive men, you may be sure they want your trade and will do everything they can to please you and to give you good service and a square deal every time.

A party who has evidently spent the greater share of his life upon the high seas or some other part of this earth where "statements of account" are classed amongst the unattainable luxuries, dropped in to the office the other day highly insulted because his subscription having elapsed, Western World "had sent him a dun!" By just what method of mental effort a person could arrive at the conclusion the sending of a statement is an insult to the recipient, is not known. Experience, however, has taught many a merchant that such a frame of mind usually proclaims the deadbeat.

Uncle Sam as a war measure has asked all to "Hooverize". The Administration urges thrift in the kitchen. Automobile owners are asked to waste less gas. We are being asked to travel no more than is absolutely necessary. Save the sugar; minimize on meat; use less light;

Fixed Price for Wheat Protects Farmer From Danger of Overproduction

By DR. H. J. WATERS, President of Kansas State Agricultural College

Today there is only one side on which any loyal American may be found, and that is the side of the Stars and Stripes. Since we are at war it is necessary for us all to make sacrifices, and the smallest sacrifice anyone can make is the sacrifice of money.

Price fixing is a new business to a democracy like ours and it necessarily causes some confusion and some dissatisfaction at first, particularly since it has had to come in a year when the available wheat supply was the lowest in many years and when the demand was perhaps the highest in history. The farmer cannot help feeling that his product under unrestricted sale would bring a much higher price than the government dares to fix. It is to be remembered, however, that the fixed price of \$2.20 in Chicago is for the entire 1917 crop and continues in effect until July next, when the guaranty of not less than \$2, fixed by congress, becomes operative. Moreover, while the world is short of available wheat, there actually exists a surplus of this crop.

Australia has a reserve of 180,000,000 bushels, which is being offered at \$1 a bushel, and there is the prospect of an additional surplus of 100,000,000 bushels at the coming harvest in that country. In India there is in sight a surplus of nearly 100,000,000 bushels and in Argentina of approximately 70,000,000 bushels. If active fighting should cease and peace negotiations begin, these supplies, added to what is obtainable in Canada and the United States, would be thrown immediately on the market, depressing the price here, as well as elsewhere, to probably \$1 a bushel. This does not take into account the vast resources of wheat in Russia, which cannot be reached in time to affect the sale of the 1917 crop.

The government price recently fixed protects the American farmer against any decline in the wheat market. While the present guaranty is based on a small crop and will furnish no subsidy to the farmer but will rather call for a sacrifice on his part, we are likely to have under normal crop conditions a billion and a quarter bushels next year. Under the government guaranty this will be sold for at least \$2 a bushel.

Unselfish Co-operation and not Fault Finding Will Win War for America

By REPRESENTATIVE PAT HARRISON of Mississippi

Co-operation, not fault-finding, is now the duty of Americans.

The president of the United States is in this time of war charged with the gravest and most responsible duties. In the administration of new and untried laws and the operation of the greatly increased military and naval forces of the country, together with all the vast number of additional matters rendered necessary by the war, no doubt mistakes will be made. It would be a miracle if they were not. But the critic, especially if he be a leader of men whose duty it is to play an important part in molding public opinion—the critic and the fault finder whose only activities are criticizing and fault-finding with those who are administering the law and carrying on the numerous vast operations incident to war—is not a truly good soldier or a good leader or a loyal American.

The disintegration of Russia, which has been so costly to the entente allied cause, and which will materially delay the successful termination of the war, should be a striking lesson to those Americans who are inclined to criticize and find fault with those whose duties and functions are to carry the war to a successful and victorious end.

Great and large powers necessarily must be conferred upon the executive of the nation at this time. The delegation of such powers in ordinary times would not be dreamed of. But promptness and efficiency are imperative now and to obtain the highest efficiency, to strike with the power and might of the nation, we must delegate for the time unusual authority to the executive head.

America's course in this war is of tremendous importance to the peace and safety and freedom of the world. Never in our history were unselfish co-operation and patriotic unity and devotion to duty so much needed. All true Americans will work together for the country's good, which means now all humanity's good. Those who do not are not true Americans.

watch the wheat; and such appeals in war times, are nothing more nor less than an appeal to be thrifty, as we should be at all times. If we are thrifty we are going to save millions and millions of dollars, that heretofore have been wasted on extravagances. Uncle Sam asks us to lend him all these millions, for five years at four per cent interest. He needs the money to win the war; and to make every American man and woman and child to lend easily and to become a bond holder in the government under which he lives, the sale of Thrift Stamps and War Savings Stamps is promoted.

There will be no centralized "drive" to raise the \$17,000,000 Uncle Sam has asked Oregon to furnish by the sale of War Savings Stamps. The campaign will last throughout the year 1918.

A little learning is a dangerous thing—especially if it is something a man's wife has learned about him.

The mighty oak was once an acorn. A Thrift Stamp may become a Liberty Bond.

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Office in Fahy-Morrison Building
Hours, 9 to 12 a. m.; 1:30 to 4 p. m.;
7 to 8 p. m. Telephone 491.
BANDON, OREGON

C. R. BARROW,

Attorney and Counselor
at Law
Notary Public
Farmers' Phone: Office No. 481
Residence No. 143
Office over Skeel's Store,
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