

Prosperity Forecasted for Coming Year

thousand. This loss of \$2 to \$3 on each thousand feet manufactured is in the aggregate a terrific drain on the resources of the Northwest.

What Loss Means.

Its effect on the community may be illustrated by a survey of what has happened in one region which may be taken as typical of any of the lumbering manufacturing districts of British Columbia, Washington and Idaho. In this district three billion dollars were invested in timber holdings, logging plants and sawmills. The annual output made possible by this investment was three billion feet. These plants if running on full time would employ 42,000 men and distribute \$29,000,000 in wages, \$16,000,000 in transportation, \$6,000,000 in supplies and \$18,000,000 as a return on capital invested. It has been impossible for this district to continue selling lumber for less than the cost of production; over two-thirds of the mills are shut down, the number of men employed has dropped to about 5,000, the annual expenditure on payroll, supplies and transportation has shrunk by \$32,000,000 and practically no payments can be made on borrowed capital. The laborer is without a job, the farmer is without a market, the business man is without a customer and the property owner is facing a shrinkage of capital.

"The whole public suffers with the lumber industry."

Fire Prevention.

A noticeable feature of the year which is far more encouraging than the above is the success with which modern fire preventive methods met the driest year in history. Nearly all authorities rate 1914 as more hazardous even than 1910, when there was such tremendous loss of life and property in the Pacific Northwest. In 1914 there were nearly 11 weeks of unbroken drouth over a large territory—the longest in local Weather Bureau records. The reason that there were no spectacular fires like those of four years ago, to vie with war news in the papers, was almost wholly in the defensive preparation.

The timbered parts of the Northwestern States, from Montana to Northern California, are now almost wholly covered, outside the National forests, by private co-operative patrol associations. During the past season these, with a contributing membership acreage of under 13,000,000 acres, patrolled over 20,000,000 acres. They employed over 600 regular patrolmen and hired not far from 10,000 emergency helpers for varying periods. They spent about \$500,000 altogether. They handled 3000 fires considered worthy of report.

Efficiency Greater.

They kept the total acreage of merchantable timber burned-over down to 30,000 acres or about a seventh of 1 per cent. Timber killed or injured was about 462,000,000 feet, less than a tenth of 1 per cent of the approximately 500,000,000,000 guarded. It was 3,000,000,000 feet in 1910. The actual destruction of timber that will not be salvaged was only 342,000,000 this year, or about a fifteenth of 1 per cent. It was five times as great in 1910. Only one life was reported last this year. There was, of course, considerable loss of homes, improvements, logs, equipment, etc. But it is negligible in comparison.

Another interesting comparison is of expenditures. By having more patrol and better methods, it cost less than four-fifths as much this year to escape with one-fifth the loss. And although there was a longer dry period, there were less than three-fifths as many fires to handle, a gain directly attributable to education effort. It is to increased patrol, education, better co-operation between protective agencies, more trails, telephones and lookouts, slash disposal, improved technical methods and like progress that the Pacific Northwest is said to owe this tremendous debt.

"Outlook for 1915 Bright as We Have Ever Seen It"

By W. C. Harbert, Sales Manager Charles H. Lilly Company, Seattle.

THE business outlook for 1915 is as bright as we have ever seen it. With wheat and other grains higher than they have been for many a year, the farmers are in excellent financial condition and with the enormous acreage being put in this year, should be in even better shape, after the coming harvest.

1914 treated us kindly, particularly the last four months; business has been steadily improving and we know of no reason why it should not

continue to do so. Our poultry supply business is getting better all the time; we are shipping straight cars of these commodities as far East as Salt Lake City and as far South as San Diego—so you see that our reputation has reached a long way from home.

Europe is buying large quantities of seed in this country and, since the Panama Canal opened, we have shipped several hundred tons of seed to European countries. Both foreign and domestic demand for seed is very brisk.

Figures Upon Increasing Business by 15 Per Cent

By W. G. Funck, Sales Manager Hewitt-Lea-Funck Company, Seattle.

M. R. W. G. FUNCK, general manager of the Hewitt-Lea-Funck Company, asserts the company is figuring upon increasing its business at least 50 per cent during 1915.

That Mr. Funck bases his prediction upon facts is illustrated very forcibly in a voluminous report which has been made up from thousands of letters received from farmers throughout the great Northwest and the Mississippi Valley states.

In these letters the farmers advise the Hewitt-Lea-Funck Company that it is their intention to sow a larger acreage to grain, that it is their intention to plow closer to the fence and take advantage of every available acre, for they realize that the farmer will be supreme when the harvest of 1915 is over.

"Farmers are figuring at this time upon building new barns, houses and silos," says Mr. Funck. "A great many of them have the money in the bank to take care of these improvements at the present time; others are figuring upon these improvements, anticipating an average crop with prices that will easily net them profits that are seldom received from two or three average crops."

"At the present time the Hewitt-Lea-Funck Company is making arrangements to increase its office force, taking on such men that are acquainted with the business and can render the right kind of service when the big rush of 1915 takes place."

"Amongst our recent large orders is one for furnishing the Ford Motor Company with all the lumber required to build their new assembling plant at Fargo, N. D., and we also are now figuring with the Belgium relief committee for 2000 houses to be shipped at once."

"In the past, the Pacific Coast lumber market has depended largely upon off-shore business and cutting orders, most of which are received from the railroad companies. The American farmer will produce prosperity for 1915, without our Western lumbermen having to figure on off-shore and railroad cutting business."

Believes 1915 Will Prove Year of Great Prosperity

By Calvin S. Hall, Hall & Cosgrove, Attorneys, Seattle.

I BELIEVE that the year 1915 is going to be a year of great prosperity for the Pacific Coast and base my prediction upon several reasons among which are the following:

The Panama and San Diego Expositions will attract hundreds of thousands of visitors to the coast. Many of these will make their first acquaintance with this part of the country and its glorious climate. The vast majority of the people of the East and Middle West have only a vague, general idea of the climate of California, Oregon and Washington.

For example, one of the largest office buildings in Seattle was built under the supervision of a firm of architects located in New York. One would think that such a firm at least would have heard of our mild winters but evidently it had not for when it came to put in a heating system it based its estimate of the capacity required upon that of a New York Winter and after the building was occupied the superintendent told me that he had taken out enough radiators to equip another building of like size.

Visitors Will Remain.

When the visitors come and learn first hand of our pleasant summers and mild winters, many of them will remain.

A representative of one of the largest business institutions in the Mississippi Valley stated recently that the

traveling salesman of his firm report that all through that section large numbers of people of means have made all preparations to come to the coast as soon as the Panama Exposition was opened and reduced rates were in effect.

There was general rejoicing when the Panama Canal was completed and the coast states were basing great expectations upon its bringing settlers here. It is true that the war for the present has disarranged many plans for colonization but that the farming lands of this section will be occupied by the better classes from all parts of Europe is as bound to happen as that night follows day. It is reported that thousands from Belgium, Holland, Denmark, Norway and Sweden have already made plans to come and many are on their way.

Shipping Growth.

While many expected that the day following the passage of the first ship through the canal would be marked by a general wave of prosperity that would be noticeable all up and down the coast and were disappointed because that day was just like the preceding one, yet the beneficial effect will be as great as predicted and next year will see coast canal commerce grow by leaps and bounds. It is already having its effect and shipping men recognize it.

The year 1915 will see the regional banking system changed from something beautiful and wonderful to contemplate to a thing of every-day assistance to all business, large and small. The bankers will have become acquainted with it and its uses and instead of it being a theory it will be a reality and put to the uses for which it was intended and money will then be available for legitimate investment.

Alaska's Contribution.

Next year will see great progress made in the opening up of Alaska and the coast will receive direct benefit therefrom. We do not realize the wealth both of the minerals and agricultural lands of that vast country. While the rush may not be so great as it was during the gold excitement, yet it will be steady and every settler there will mean a new customer for the various business houses of the Pacific Coast.

I think the greatest cause of prosperity next year will be that the people of this section are recovering from a "get-rich-quick" debauch and are ready to place their money in the thousand and one channels for safe investment in the coast states that heretofore have been overlooked, but which have always existed. If a proposition did not offer a return from 50 to 100 per cent annually they would have none of it and when they did not realize any returns and lost the investment they were naturally disappointed. They are now looking for a safe investment with a fair return and that means the improvement of the West on a solid, substantial basis. There is plenty of money for investment and the coast states offer thousands of opportunities for safe investment and the people are beginning to take advantage of it.

Hopes for Gradual Revival of Business in Year 1915

By J. W. Spangler, Vice-President Seattle National Bank.

THE present state of business affairs is so abnormal and the influences so very unusual that I hesitate to attempt anything like a definite forecast. I can only say that the country's business affairs have shown improvement in the past few weeks due, apparently to our having discovered that even though the European war situation has been extremely disturbing, yet our business may continue notwithstanding. We have apparently found means to reopen many channels of trade, which were temporarily closed as a result of the war, and it seems fair to assume that business should continue to reveal a better tone as our facilities for coping with the new conditions become perfected. Upon these grounds I base my hope for a gradual revival in the year 1915.

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