

HERE'S PROOF OF PROSPERITY

Business in the United States is sound. America faces her greatest commercial opportunity.

This country is on the eve of an awakening—due to a wholesome state of affairs at home and to a condition abroad that will establish our trade supremacy beyond question.

of Chicago, 10 telegrams addressed to some of the leading business men of the United States.

Their answers ring with optimism—hope—assurance—confidence.

The above statements represent a summary of the replies received by the Taylor-Critchfield Company,

Business must be good. Proof of prosperity is found in the following messages:

E. Mapes, Secretary, Cream of Wheat Company, Minneapolis, Minnesota.
 "I see no reason why, if business is not hampered for political reasons, the United States should not see great commercial prosperity during the continuance of the European war. This, however, is a time when the utmost latitude should be allowed by the government to all legitimate business interests. Upon that, coupled with wise action toward the establishment of mercantile marine and adequate banking facilities, I think the question depends entirely. I think this is the greatest chance for the American manufacturer and businessman that will probably come in several lifetimes, and think the business men of the United States can be safely trusted to take advantage of it if not hampered too much by unreasonable government restrictions. Of course there will come a reaction after the war, and how much the same will affect the United States depends entirely upon how firmly we have established our footing during the continuance of the war period."

Windsor T. White, President, The White Company, Cleveland, Ohio.
 "Business with the White Company has steadily improved since the scare following the first announcement of war abroad. I believe general business will continue fair in this country and will boom if our surplus farm products and manufactures can be shipped to other countries."

United Cigar Mfrs. Co., New York City.
 "In the main the present disturbance in American business is due to financial and merchandising adjustments made necessary by the European upset. This readjusting process is already well under way. In the meantime it would be a mistake to fear that the real fundamentals of American business are endangered. Even the cotton losses are already offset by grain increases. American business will emerge stronger from the present crisis than ever before, while other countries now at war will emerge badly weakened. Speaking for ourselves, we are following our normal progressive policy."

The Bartholomew Company, Peoria, Illinois.
 "Our trade this year will exceed that of last year and previous years. The war has had no effect on the sale of our automobiles, and with the increased prices that farmers will receive for their products we look for still larger business in all rural communities in the Central West."

A. J. Lavuer, Gen. Mgr., Burroughs Adding Machine Co., Detroit, Michigan.
 "General conditions in America do not warrant the dump in business which is being felt all over the country. The uneasiness created by the sudden changes made necessary on account of European disturbances is responsible for the lack of business activity. However, I believe that as soon as the business public decides as to the best way to proceed under existing conditions business will resume its normal attitude and should show a considerable increase."

Woolson Spice Co., Toledo, Ohio.
 "Our business is decidedly above normal. Outlook for fall and winter very favorable. We are taking advantage of present opportunity to extend our interests in many sections of the country."

G. M. Skiles, President, Ohio Seamless Tube Co., Shelby, Ohio.
 "My opinion is that this country was never on a more sound financial basis. If we will all comply with the President's message to the people, that is to be calm, cool, level-headed, and not 'rock the boat,' this country will continue to dominate the world."

Studebaker Corporation, South Bend, Indiana.
 "Our advertisement, 'Optimism and Opportunity,' expresses our views. We believe the opportunities for business heretofore supplied by Europe are now open to American manufacturers and merchants, and they should unite vigorously in taking advantage of the situation. Fundamental conditions of the United States are absolutely sound."

E. Rosenbaum, President, Southern Plow Company, Dallas, Texas.
 "The larger the army the greater the commissary needs. Texas, the world's commissary, stands ready to feed the hungry and clothe the naked with an unusually large feed crop made and a big cotton crop maturing. We should quickly recover from the temporary depression caused by the closing of European cotton markets and eventually supply the world with finished cloth instead of raw cotton, to our lasting benefit."

Samuel Moody, Passenger Traffic Manager, Pennsylvania Lines, Pittsburgh, Pa.
 "Business conditions and prospects good. The European war will, in my judgment, bring out the Yankee genius to produce the wants of home manufacturers so that this nation will not be dependent upon the foreigner in the future as it has been in the past."

C. W. Nash, Gen. Mgr., Buick Motor Co., Flint, Michigan.
 "War or no war, there will be 40,000 Buick automobiles built in the 1915 season. We are going to manufacture 40,000 cars because we expect to dispose of that number and we have every assurance that we will. The present demand for Buick cars in this country has never been equalled and the cars we had planned to ship abroad will be sold in this country. The fact that no foreign-made cars are likely to be shipped into this country because of the war will have a balancing effect on the automobile situation, and in a measure affect the foreign shipments heretofore made by American automobile concerns."

Northwestern Knitting Company, Minneapolis, Minnesota.
 "Munition sales this year are larger than last year. We expect a greatly increased demand this fall and winter. We deplore European conditions, but believe they indicate long continued prosperity in the United States. We are enlarging our plant and employing additional help. Those merchants will be wise who anticipate as far as possible the increased business that is certain to come as a result of good prices for farm products and good wages in industry."

Silas McClure, Secy., Malleable Iron Range Co., Beaver Dam, Wisconsin.
 "The volume of our orders and the recent improvements in collections, with only a limited movement of crops up to this time, confirm our opinion that trade conditions are sound throughout the agricultural districts of the whole United States."

Detroit Engine Works, Detroit, Michigan.
 "The best proof of our belief in trade conditions is that our advertising campaign is larger than ever before. We believe present conditions, while deplorable, will increase in a very short time the already prosperous conditions of the United States. The crops of this country alone and prosperous condition of the farmer make anything else impossible."

B. A. Fuller, Pres., Hercules Mfg. Co., Centerville, Iowa.
 "Our neutrality, our record-breaking crops, and the immense European demand for our surplus crops are absolute proof that we are on the verge of the greatest wave of prosperity in the history of our country. The treasury department's decision to accept cotton and tobacco warehouse receipts as a basis for emergency currency means the South will get its share of this great prosperity at once, the same as every other section."

Jas. A. Craig, General Manager, Jonesville Machine Co., Jonesville, Wisconsin.
 "With the abundant harvest we have this year and the positive assurance of high prices for all agricultural products, and being at peace with all nations of the world, we can't help but prosper."

J. L. Hamilton, President, Alabama Company, Graceland, Michigan.
 "Europe's calamity is America's opportunity. We are due to witness, and can be instrumental in securing, the greatest era of prosperity known in this country's history. Wise legislation, liberal financing, universal optimism, avoidance of strikes and lockouts, more fuel under the boiler, more pressure on the steam gauge, more money in advertising, and we will arrive."

Detroit Steel Products Co., Detroit, Michigan.
 "The fact that the business community has mobilized forces and is on guard, associated with strong fundamental conditions, should insure a safe future. The most serious handicap is the attitude of Congress towards successful business. That has been sufficient to retard prosperity. If continued during the strain caused by war we may face hard times."

W. N. Brown, Collins Plow Company, Quincy, Illinois.
 "American trade conditions are sound, but have been sluggish for a year. A strong revival which had set in has been temporarily checked by European war. We look for a heavily increased demand from foreign countries, to be followed by enormous demand for all other commodities from neutral countries and at home."

John Chalmers, President, Chalmers Motor Car Co., Detroit, Michigan.
 "I believe the basic conditions in this country are extremely good, and I believe that after the people become accustomed to the war headlines in the papers and settle down that business conditions in this country are going to be of great benefit to us and in my opinion it will not affect our business seriously after the next thirty days. A great catastrophe, such as this war is, cannot help but have a bad mental effect upon our people temporarily, but this will wear away and then we will realize how fortunate we are to be Americans at this time and what a great opportunity for the world's trade is open to us."

J. Walter Earle, President, Remington Typewriter Co., New York City.
 "Our sales are a barometer of trade. Indications point to an increasing volume of business. America, as the one great industrial nation free from the ravages and horrors of war, should so shape her activities that she may in increasing proportion supply the needs of those beyond her shores as well as her own people."

James Mfg. Co., For. Atkinson, Wisconsin.
 "In our opinion the war not only opens great new fields for business abroad, but also large markets at home for goods heretofore imported. Our information shows enormous crops practically throughout the United States, with prices high and money conditions sound. Farmers and business based on agriculture, most prosperous. The gates of opportunity stand wide open to America's business. Our own sales were never better. July and August were both record breakers. Collections are normal. The war should increase our sales on dairy farm equipment in the United States, because our customers, which include farmers and city business and professional men, will have more money to spend."

Stark Bros. Nurseries & Orchards Co., Louisiana, Missouri.
 "Business conditions with us are highly satisfactory. Our sales at this date show an increase of 35 per cent over this same date last year. Prospects for fall business are the best in years."

M. W. Savage, President, International Stock Food Company, Minneapolis, Minnesota.
 "Absolute and permanent commercial supremacy of the world is the present exceptional opportunity of the United States, and this requires only good judgment and cool headiness and such a practical, optimistic outlook as is fully justified by big crops and extraordinary markets and large increase in Farm Product Prices and in the strength and energy of our people. Fair and Square Commercial War will finally subdue man's animal tendency to kill his fellowmen and can be made the means of bringing about Universal Peace. The United States has the brains and the money and the undoubted ambition to lead the World in vast business enterprises and will quickly dominate the markets of all nations of the earth and help establish permanent peace. Farmers form the true basis of our prosperity and the present condition of the farmer, both as to home life and financial condition is overwhelming and solidly optimistic. War among nations, as well as war of business must necessarily cease. Peace, justice and government and firmness between business and government and a strong pull together and the greatest commercial victory in all history will be ours."

George A. Hornel, President, George A. Hornel & Co., Austin, Minnesota.
 "In Minnesota and the northwest crops are good and we understand that banks are able to furnish money for the movement of grain, live stock and legitimate business enterprise. Collections good. Labor is scarce and well employed at good wages. We see no immediate cause for alarm."

James V. Rohan, President, Belle City Incubator Company, Racine, Wisconsin.
 "The effects of the war in my opinion should tend to improve rather than to retard the American trade conditions within the United States and Canada, though the export trade may be affected for a time."

Bissell Carpet Sweeper Co., Grand Rapids, Michigan.
 "We consider the outlook for fall and holiday business very good and beyond this believe this country is approaching an era of prosperity greater than any in all its era."

Hayes Pump and Planter Co., Galva, Illinois.
 "Bigger crops than ever before, better prices and the certainty for increased acreage of all cereal crops will give the greatest buying impulse this country has ever known. Surely the coming year looks like big business."

Frank E. Binks, Adv. Manager, Deane & Co., Moline, Illinois.
 "Agriculture is the basis of our wealth. With the greatest number of bushels of foodstuffs in our history and the best prices in years, our people will save money, materials and wealth. There is a chance for greater expansion. Our factory products will be in demand, our people profitably employed. We are a great agricultural people, at peace with the whole world."

E. C. Simmons, Simmons Hardware Company, St. Louis, Missouri.
 "General business is absolutely sound and healthy. There need be no fear or apprehension about it. Our August business will I think show the largest sales of any August for fifty years, with promise of better business later."

John Gray, Pres., Clay, Robinson & Co., Chicago.
 "The livestock business is not suffering from the effects of the war. It is likely to be benefited, as a continuance of the fighting will tend to increase the demand for our products. We are decidedly short of cattle and sheep, with a fair supply of hogs, the latter depending automatically on the corn crop. We are dealing in a product needed every day and the country cannot afford to have the streams of production and consumption seriously interfered with. In my judgment we are at the beginning of a long war which will only end by exhaustion. The enormous resources of the conflicting parties point this way. The United States is certainly at the gate of opportunity and by honest and upright dealing, payment of her just debts, even although other nations are tight, she will gain immense benefits in credit and trade by a wise and liberal policy."

C. A. Patterson, Pres., Peoria Drift & Sander Company, Peoria, Illinois.
 "Close attention to business and the new necessity created by the existing conditions abroad will keep farm and factory busy. Opportunity has been unexpectedly forced upon the inventive minds of American business men and the splendid results of their accomplishment will be a surprise to other nations and an appreciable financial benefit to the United States."

L. Klein, General Manager, King Ventilator Co., Owatonna, Minnesota.
 "General outlook for business is very good. The increase in price on raw materials is more than offset by the value of farm products. Business generally will be what business men make it. We can keep the price from buying by talking war. We will make business by talking peace."

A. L. Haecker, Woods Brothers Silo & Mfg. Co., Lincoln, Nebraska.
 "The business outlook for the United States was never better. Our crops are good—our people are at work and we are mindful of our opportunity. There is a unity of sentiment for peace and thrift among us all. This will ripen into a golden period of prosperity."

W. C. Davis, Secretary, Davis Milk Machinery Co., North Chicago, Illinois.
 "We have been extremely busy and business has been very good with us. Our volume has run over 50 per cent in gain over last year's business for the same period and indications are that business will be fairly good throughout the year."

R. W. Neff, President, The Remmers Soap Company, Cincinnati, Ohio.
 "No condition exists that does not indicate that we Americans should have every confidence in the present and future. Bumper crops—bumper sound with plenty of money—no overproduction. Although the war may affect a few, it will build up so many others that the few become negligible."

The E. C. Brown Company, Rochester, N. Y.
 "Though our past fiscal year just closing has been the best in our history, many signs point to improvement in 1915. While collections have been tardy, the excellent crop and market conditions already show improvement and a boom seems started."

Beechnut Packing Company, Canajoharie, New York.
 "We look confidently to the future, expecting supply and demand to regulate prices as they always have in the past. We are doing our best from day to day to promote our business. We feel that conditions are good; that the best times we have ever had are coming soon."

John Wanamaker, Philadelphia, Pa.
 "Now is certainly a most excellent time for the American people to find out how much they can do for themselves of the things they have been depending upon foreign workmen to do. We not only can but must, find out now whether or not this nation can stand firm on its own two hundred million feet and make its own inventions to meet its own necessities and provide its own luxuries, and at the same time feed and clothe a great part of the rest of the world. We have the youth, energy, capital, will, the men and women to do these things. We can do everything that we are called upon to do, but deliver the goods, and we can't deliver the goods because we have no merchant marine. Let us get the ships first of all. It will be no trouble to put the crews and cargoes aboard them. We must start ploughing the seas for an early harvest."

B. L. Hupp, Secy., Loose-Wiles Biscuit Co., Kansas City, Missouri.
 "We look for favorable business conditions in this country during the war period, since European manufacturers are hampered in doing business here, especially in agricultural sections, and in those manufacturing districts, a demand for whose products is directly created by the war. We anticipate a very satisfactory business this fall."

Fred Warner, Sales Manager, Oakland Motor Car Co., Pontiac, Michigan.
 "Our connections throughout the entire United States report constantly improving business conditions. The only complaints are from the Cotton States, and the feeling there is that their condition will be righted very soon. War should in most lines very materially increase our volume of business and prestige in world markets. We believe the next twelve months will show great prosperity."

L. K. Wynn, President, Black Silk Stove Polish Works, Sterling, Illinois.
 "American business and the new banking system are concrete. There is no cause for alarm. The people are the architects of the situation. If there is any danger, it is in the minds of the people who might become panicky. Ignore discussion—keep everybody busy."

H. C. Phelps, President, Ohio Carriage Mfg. Co., Columbus, Ohio.
 "Our great crops, with good prices assured, backed by our safe and sound banks, make an irresistible force. What others destroy we can and will replace. There is nothing wrong with Ohio or the United States. We can't be stopped."

O. E. Sovereign, President, North American Construction Company, Bay City, Michigan.
 "If we can keep our hat out of the ring we will have the greatest period of prosperity in history. Our own immediate business future looks exceptionally bright. Our Aladdin mills have been running full force twenty hours a day for five months. Orders booked now necessitate doubling our capacity for 1915."

Alfred Hanchett, Adv. Mgr., F. A. Patrick & Co., Duluth, Minnesota.
 "The European situation will bring American commercial independence and pre-eminence. It will be a strong stimulus to American manufacturers, a powerful promoter of foreign trade. Our administration, with keen business foresight, should make opportunities out of present conditions."

W. R. Woodson, Gen. Mgr., Nichols & Shepard Co., Battle Creek, Michigan.
 "The conservative lines followed by business generally for the last two or three years make present conditions sound. Same advantage of present opportunities insures a period of commercial prosperity."

A. O. Silver, Treas., W. K. Mullins Company, Salem, Ohio.
 "Business is perfectly healthy but taking a vacation, pending further developments of the European war, and exportation of crops. An American merchant marine now would open the doors of opportunity unused by American manufacturers."

O. C. Hansen Mfg. Co., Milwaukee, Wisconsin.
 "American inventiveness, ingenuity and push will cope successfully and rapidly with any detrimental conditions the war between European nations may have precipitated in this country, and the new opportunities now at hand will result in a new prosperity for this country never before realized."