THE BANCROFT LIBRARY

UNIVERSITY OF CALIFORNIA

BERKELEY, CALIFORNIA 94720

Regional Oral History Office

Room 486 - Library

University of California

Berkeley, California 94720

*Postmaster: This package contains printed matter only. May be opened
for postal inspection. Return postage guaranteed.*

The Bancroft Library

University of California • Berkeley

REGIONAL ORAL HISTORY OFFICE

University of California

General Library/Berkeley

Regional Cultural History Project

Herbert Coggins

HERBERT COGGINS: FROM HORATIO ALGER TO EUGENE DEBS

(deceased Dec., 1974)

An Interview Conducted By

Corinne L. Gilb

Berkeley
1957

General Library/Reading

University of California

Project Gutenberg

Digitized by the Internet Archive
in 2008 with funding from
Microsoft Corporation

Project Gutenberg

HERBERT COGGINS: FROM HORATIO ALGER TO EUGENE DEBS

I hereby assign to the Regents of the University of California ^{file for} ~~and~~ the General Library at Berkeley all rights and title to the manuscript, transcribed from a series of interviews beginning July 12, 1956 and ending November 14, 1956, entitled "Herbert Coggins: From Horatio Alger to Eugene Debs"--with the qualification that no one may quote from the manuscript for publication before December 1, 1961, without my written permission; and with the understanding that I may publish portions of the manuscript during that period, notifying the Librarian thirty days prior to publication; and with the understanding that, if the manuscript is published, I shall receive all royalties accruing therefrom except that any expenses incurred by the Library in producing the manuscript shall first be deducted.

Name Herbert Coggins

Date January 8, 1957

No part of this manuscript may be quoted for publication except by written permission of the Librarian of the University of California at Berkeley. Any request for Mr. Coggins' permission to quote must be directed first to the Office of the Librarian.

and the other of the
side to which it is
the direction of
the flow of the
water in the river is

the point of view of the
navigation of the river
the direction of the flow
of the water is the
direction of the flow
of the water.

INTRODUCTION

Herbert Coggins' biography is of interest to scholars both as a case study of a twentieth century American and as one eye-witness account of life in the San Francisco Bay Region.

About the man himself, interpreters of American thought and folkways might ask what are his salient characteristics, of how large a group are they typical, what in the American environment helped to produce them, is he a vanishing type and if so why?

His roots are in the humanitarian reform movements which absorbed so many illustrious Americans in the pre-Civil War era, movements for temperance, peace, women's rights and abolition of slavery. He has also shown the time-tested traits of Yankee ingenuity and individualism -- when he started to work as a \$3-a-week errand boy and subsequently became an editor in the firm which published Horatio Alger's stories; or in middle age when he reorganized an automotive parts business to give the workers both a share in the decision-making and a share in the profits and thus managed to weather the great depression of the 1930's while other businesses failed; or when he began writing for publication when he was past 60 and produced a successful children's

THEY WERE BOTH VERY INTERESTED IN
THEIR WORK AND A GOOD DEAL OF
THEIR TIME WAS SPENT IN THE
LABORATORY OF THE

THEY WERE BOTH VERY INTERESTED IN

THEIR WORK AND A GOOD DEAL OF
THEIR TIME WAS SPENT IN THE
LABORATORY OF THE

THEY WERE BOTH VERY INTERESTED IN

THEIR WORK AND A GOOD DEAL OF
THEIR TIME WAS SPENT IN THE
LABORATORY OF THE

book about a boy and his pet beaver who went into the woodcutting business together.

By the twentieth century, when one strain of Yankee individualism had evolved into the all-powerful capitalist "System," this humanitarian individualist turned to Socialism and stuck with the Socialist Party right down to the day when very few Americans even knew there was a Socialist candidate for President or who he was (Darlington Hoopes). Herbert Coggins' story ends on a note typical of mid-twentieth century -- the plight of a small businessman in a world of leviathan corporations; the plight of a gentle soul with a Quaker's aversion to violence in a world threatening total war.

In describing his own life he has also outlined some features of life in the San Francisco Bay Region -- the post-fire literary scene, the economic dilemmas of West Coast publishing, Socialism in a university town, and some phases of the automotive parts industry (an appropriate motif in the cultural history of a state where there are more automobiles per capita than anywhere else in the world).

He told his story in a series of three tape-recorded interviews -- on July 12, July 31, and November 14, 1956 -- two in the Berkeley home of the interviewer and one in

...and the boy and his mother were taken into the

the Library of the University of California at Berkeley. His name was called to the interviewer's attention by Dr. Robert E. Burke of the Bancroft Library. This series of interviews is part of a larger series designed to illustrate and document the cultural history of California.

Corinne L. Gilb

Regional Cultural History Project
University of California Library, Berkeley
December 4, 1956

the library of the University of California at
Berkeley. His name was added to the University's
records by Dr. Robert M. Grant at the University
Library. This record of information is part of a
larger series known as "University and Research the
National History of California."

Volume 1, 1915

National History of California
University of California Library, Berkeley
Volume 1, 1915

Herbert Coggins, 93, dies

Herbert L. Coggins, 93, author, ornithologist and businessman who once ran for Berkeley City Council as a Socialist, died recently in San Francisco.

Mr. Coggins had been active until a few months ago when he fell and was forced to enter a rest home.

He was president and general manager of Patterson Parts Inc. in San Francisco, a wholesale automotive firm, for many years until his retirement.

HE WROTE many books for children, and his first work was accorded the New York Herald Tribune Honor Book award. At age 22, he was editor of a children's magazine for Curtis Publishing Co. in Philadelphia.

He contributed in his early years to Atlantic Monthly and Colliers magazines. His best-known books were "Busby & Co." and "I Am a Mouse" —both for children.

Mr. Coggins was interested in ornithology, an avocation he pursued in his early teens in Martha's Vineyard, Mass., and Germantown, Pa. He was one of the founders of the Audubon Society, and had taught economic ornithology at UC-Berkeley.

MR. COGGINS resided many years in Berkeley where he was, along with his wife, a contractor and builder. In 1917 he ran for Berkeley City Council as a Socialist — the year Stitt Wil-

son was elected mayor.

In 1924 Coggins ran for Congress.

For many years he owned and operated a stationery store at 14th and Broadway in Oakland. He was one of the original members of the Athens Club.

SURVIVORS include his sisters, Alice C. Longaker of Carmel, Anna C. Dart of Oakland and Edith I. Coggins of Berkeley. Mr. Coggins' wife, Elsie Shirpser Coggins, died May 2, 1973.

No services are scheduled.

Contributions in his name may be made to the Audubon Society, the War Resisters

TABLE OF CONTENTS

INTRODUCTION	
ANCESTRY: REFORM POLITICS AND ABOLITIONISM	1
CHILDHOOD IN PHILADELPHIA	5
Reading--the New England School	5
Church--Unitarian	6
Father, A Family Lawyer, Writer	8
Mother--Women's Rights	11
School and Ornithology	12
TO WORK FOR THE PENN PUBLISHING COMPANY	17
THE DEMOCRATIC CLUB, PHILADELPHIA	32
RETURN TO CALIFORNIA	38
WHITAKER AND RAY, CALIFORNIA PUBLISHERS	42
BOOKSELLERS AND PUBLISHING	62
THE POST-FIRE LITERARY WORLD OF SAN FRANCISCO	65
SOCIALIST PARTY IN BERKELEY	88
Socialist City Government	88
Definition of Socialism	93
Reaction to Johnson Progressives	95
Mooney Case	105
I.W.W.'s	107
Communists	109
Anita Whitney	112
Women's Suffrage	116
Orientals	118
Prohibition	119
Candidate for Office	120
Socialism since 1930	124
EPIC	126
AVOCATIONS: ORNITHOLOGY AND WRITING	133
MARRIAGE	140
A WORKER-RUN AUTOMOBILE PARTS BUSINESS	143
National Standard Parts Association	160

IN SENATE

January 1, 1901

REPORT

OF THE
COMMISSIONERS OF THE LAND OFFICE
IN RESPONSE TO A RESOLUTION
PASSED BY THE SENATE
MAY 1, 1899

ALBANY:

THE UNIVERSITY OF THE STATE OF NEW YORK

PRINTED BY THE STATE

OF NEW YORK, 1901

COMMISSIONERS OF THE LAND OFFICE

THE STATE OF NEW YORK

ALBANY

OFFICE OF THE COMMISSIONERS OF THE LAND OFFICE
ALBANY, N. Y.
JANUARY 1, 1901
RECEIVED
JAN 1 1901
STATE OF NEW YORK
OFFICE OF THE COMMISSIONERS OF THE LAND OFFICE
ALBANY, N. Y.

ALBANY

ALBANY

ALBANY

ALBANY

ANCESTRY: REFORM POLITICS AND ABOLITIONISM

Gilb: Where had your grandfather lived before he came to California?

Coggins: Philadelphia. When he was a young man there, I think he was connected with Smith, Kline, and French, a company which still exists. They wholesaled chemicals and medical supplies. He came out to California in the Gold Rush.

Gilb: Do you know how he happened to go to work on the Sacramento Union?

Coggins: No, I don't. I presume in the early days there were not many trained newspaper people in California at the time and anybody who had an education could fit into the work. And as the newspaper grew, his experience grew and he became, perhaps, a pretty good editor. He was the city editor of the Sacramento Union.

Gilb: That was the paper that Mark Twain and Henry George worked on.

1910. The first of these is the "History of the United States" by John F. Johnson.

in California.

1911. The second of these is the "History of the United States" by John F. Johnson.

1912. The third of these is the "History of the United States" by John F. Johnson.

1913. The fourth of these is the "History of the United States" by John F. Johnson.

1914. The fifth of these is the "History of the United States" by John F. Johnson.

1915. The sixth of these is the "History of the United States" by John F. Johnson.

1916. The seventh of these is the "History of the United States" by John F. Johnson.

1917. The eighth of these is the "History of the United States" by John F. Johnson.

1918. The ninth of these is the "History of the United States" by John F. Johnson.

1919. The tenth of these is the "History of the United States" by John F. Johnson.

1920. The eleventh of these is the "History of the United States" by John F. Johnson.

1921. The twelfth of these is the "History of the United States" by John F. Johnson.

1922. The thirteenth of these is the "History of the United States" by John F. Johnson.

1923. The fourteenth of these is the "History of the United States" by John F. Johnson.

1924. The fifteenth of these is the "History of the United States" by John F. Johnson.

1925. The sixteenth of these is the "History of the United States" by John F. Johnson.

1926. The seventeenth of these is the "History of the United States" by John F. Johnson.

Coggins: Yes, it was a crusading paper. We have a letter by Mark Twain written to my father many years later recalling the days on the Union and what fine men the proprietors were and how courageous they were in advocating reforms.

Gilb: What sort of reforms? Along the Henry George single-tax line?

Coggins: Probably not. In those days in many people's minds the Southern Pacific was the enemy of the public because it was monopolistic, had things pretty much its own way and ran the politics of the state. At least, that was the feeling of the anti-railroad people. It was that group that elected Newton Booth Governor of California, as an anti-railroad man. He was Booth Tarkington's uncle. Politics then was very much as it is today. Hiram Johnson's father, Grove L. Johnson, was an Assemblyman in that period. Later he was classified as pro-railroad. My grandfather was also in the legislature. It was in the '70's. It's one of the stories in the family--I can't vouch for it--that in a way he was responsible for keeping the capital in Sacramento. There was an attempt to move it to Benicia and of course the Sacramento

people were against it. When the matter came up in the Assembly for voting, my grandfather was to make the speech favorable to Sacramento. He had taken the precaution to put on a pair of hip boots and wade into some mud nearly up to his waist. When it came time to speak, he got up on the platform. He apologized for his appearance and explained he'd just been down to look over the new proposed site for the capital in Benicia. (laughter) According to some people, that was what kept the capital in Sacramento.

Gilb: Those were the days when the Workingmen's Party was becoming...

Coggins: It was the Union Party--a reform party--or at least the party of protest.

Gilb: Did your grandfather do anything else in politics beside serve in the legislature?

Coggins: No. He ran unsuccessfully for the Senate against Leland Stanford.

Gilb: You mentioned that a great-uncle had been an abolitionist. Was this due to his Quaker connections?

Coggins: Probably. His name was Passmore Williamson. There is a book about him. I forgot the name of it. Oswald Garrison Villard gave me the name of it

later and I've tried to get a copy of it.

Gilb: Did you know Mr. Villard?

Coggins: I met him a number of times and had correspondence with him. His grandfather, William Lloyd Garrison, and Passmore Williamson were contemporaries and when my great-uncle went to jail for his underground railroad activities, Garrison and Whittier came to his defense.

Gilb: This must have been in Philadelphia.

Coggins: Yes. As I know the story, Uncle Passmore was Secretary of the Anti-Slavery Society. It was his duty to go to the boats and trains and meet the colored people, and explain that under Pennsylvania law they were free. If the slaves wanted to escape, they would help them. In the case that made trouble, it happened that the slave and her two children belonged to a Southern Senator. Through his influence Uncle Passmore was arrested and tried under the Federal law and sentenced to nine months in jail.

Gilb: Something to be proud of. Was your great-uncle more active after that?

Coggins: Well, I don't think he had much chance afterwards. But he had helped to organize the first Republican convention, the one that nominated Fremont. The war soon followed.

• 3/ 7/ 1980 a day of battle we'll say so

CHILDHOOD IN PHILADELPHIA

- Gilb: Your father was born, I take it, in California.
- Coggins: No, he was born in Philadelphia, but was brought here when he was two years old. Across the Isthmus.
- Gilb: Did your father then follow in your grandfather's footsteps in politics and in newspaper work?
- Coggins: Well, he went back to Philadelphia to study law at the University of Pennsylvania. Then he came back and was soon elected to one of the smaller judgeships. Then he went back East again, taking the family with him.
- Gilb: Do you know why he left? He was a judge.
- Coggins: Partly to administer a family estate.
- Gilb: So then Philadelphia was the scene of your childhood.
- Coggins: That's where I went to school. I left when I was about twenty-seven and came back to California.

Reading--The New England School

- Gilb: I'd like to know some more about your father there in Philadelphia, what his interests were. You say he was a lawyer.
- Coggins: He was a lawyer. He was interested in writing. As a family, one might say we were readers. But not in the sense people are today; we didn't

WILLIAM IN PARADISE

Will: Your father was born, I know it, in Paradise.

George: No, he was born in Philadelphia, but was brought

here when he was five years old. Where the father

his poor father was taken in your country?

George: In politics and in business.

Will: Well, he was born in Philadelphia in 1776

at the University of Pennsylvania. When he was

born his father moved to him at the father

Philadelphia. Then he was sent back to his

the family with him.

Will: He was born in 1776. He was a lawyer.

George: Yes, he was a lawyer and a family man.

Will: He was Philadelphia was the name of your father.

George: That's what I want to know. I don't want to

know anything more and I don't want to know.

George - The Father's Story

Will: It's like he was born when your father was

in Philadelphia, but his father was not.

He was a lawyer.

George: He was a lawyer. He was a lawyer in

he was a lawyer, and he was a lawyer.

Will: He was a lawyer and he was a lawyer.

devour books. There weren't so many to devour. It was the New England group we looked up to in those days.

Gilb: Who? Henry Wadsworth Longfellow?

Coggins: Whittier and Lowell and Edward Everett Hale, Emerson, Julia Ward Howe, Margaret Deland, Oliver Wendell Holmes. Mary E. Wilkins, Thomas Bailey Aldrich, William Dean Howells, Henry James, As I recall some of the people in their books, their adventures were largely struggles with their consciences.

Gilb: And that's the sort of thing you grew up with?

Coggins: Yes.

Church--Unitarian

Gilb: Did you attend a church when you were a boy?

Coggins: My father's mother's family had been Quakers, but my grandmother went over to the Unitarian Church. We weren't what you would call a very churchy family. Part of our life, I think, was made interesting by the contact with the church. My father was president of the local Unitarian Association, which often had interesting speakers. I still hold the vivid image of Julia Ward Howe

rising to full height and leaning on a cane,
reciting the stirring "Battle Hymn of the Republic."
Her presence and her deep resonant voice made a
lasting impression. She might well have been a
character from Hawthorne's The Grey Champion.
Emerson's brother spoke once. And Booker
Washington. I recall one of the stories he told.
He and a friend were travelling through the South.
One night they came to a little shack where they had
to put up for the night. In the morning the
colored lady gave them their breakfast and as she
poured their coffee she asked the other man if he
wanted long sweetening or short sweetening.
Puzzled, the other man decided on long sweetening.
So she took her finger and dipped it in a little
jar of molasses and whirled it around in his cup.
When she asked Mr. Washington which he wanted, he
decided on short sweetening. She took up a lump
of sugar, bit a piece off and dropped it in his
coffee.

Gilb: The Unitarian Church seemed to have attracted a
wide variety of people.

Coggins: In a way they carried on some of the traditions
of the Quakers, of the liberal Quakers. There
are two groups of Quakers, the orthodox and the

Hicksite, and the Hicksite's viewpoint was more like the liberal Unitarians. Not rebellious, but people distinctly with an idea of improving things. They tried to make ethics practical.

Gilb: Did you take an interest in politics when you were a little boy?

Coggins: Little boy? No.

Our family used to go to Martha's Vineyard in the summertime and I recall the year 1896 when my brother came down later than the rest of the family. At that age our great interest had been baseball. I went down to the boat to meet him. The first thing he said to me was, "What do you think of Bryan?" And I said, "What team does he play on?" Then I discovered it was William Jennings Bryan who had just delivered his "Cross of Gold" speech and captured the Democratic Party and the Populists. My brother was old enough. From then on I became more aware of political happenings.

Father, A Family Lawyer, Writer

Gilb: You said your father was a lawyer. What type of practice did he have?

Coggins: Oh, just ordinary practice. A family lawyer, like you say a family doctor. Later the lawyers

specialized, but in those days it was still in the stage of the family doctor. If you had to write a will, you wrote a will. If you had to go to court, you went to court.

Gilb: You mentioned that he had been the lawyer for J. B. McMasters.

Coggins: They were both members of the Franklin Inn Club.

Gilb: What kind of club?

Coggins: Franklin Inn was the literary club of Philadelphia. It was started, I think, by S. Weir Mitchell. Owen Wister and Edward Bok, Mr. Curtis of the Ladies Home Journal and some of the book publishers were influential in its founding. It was a lunch club, housed in a little old residence in a back alley. Father was a member and he and Mr. McMasters were apparently congenial. I think they were both rather modest. My father wasn't a good booster for himself. I remember one time, as a lawyer he thought...well, I don't know whether he thought it or somebody urged it...he should join organizations to make friends and get business. He went to a meeting of some group where he had been invited one time and came home reeking of tobacco, which he didn't use himself. He shook out his clothes and never went back.

The Director, I received the following information:

Salmon, composed by Portland and some fine wild sea

Gilb: You told me also that he disapproved of alcohol.

Coggins: Alcohol was no issue in our family. If he disapproved of it, he never had to show it. We just didn't have it and never missed it. Maybe it was the Quaker background.

Gilb: You mentioned also that your father wrote children's books and children's stories.

Coggins: He wrote two books published by the Penn Publishing Company. And some stories. He wrote for the Atlantic, for New England Magazine, for Harper's, and The Saturday Evening Post.

Gilb: What sort of things did he write?

Coggins: For The Saturday Evening Post, humor dealing with business or politics. But for other magazines, mostly the struggles of people within themselves.

Gilb: Oh, he wrote along with the New England School he admired?

Coggins: Yes. Not about people having great territorial adventures, but whose adventures were mostly in their own make-up.

Gilb: What they called the New England conscience.

Coggins: Then he wrote one story for the Atlantic that would be acceptable to the small "free-enterprisers" of today. It was the story of a businessman who refused to join a trust because he wanted his sons

Q: Now you say that the Government is not...

A: I think it is better to say that...

Q: I think it is better to say that...

A: I think it is better to say that...

Q: I think it is better to say that...

A: I think it is better to say that...

Q: I think it is better to say that...

A: I think it is better to say that...

Q: I think it is better to say that...

A: I think it is better to say that...

Q: I think it is better to say that...

A: I think it is better to say that...

Q: I think it is better to say that...

A: I think it is better to say that...

Q: I think it is better to say that...

A: I think it is better to say that...

Q: I think it is better to say that...

A: I think it is better to say that...

Q: I think it is better to say that...

A: I think it is better to say that...

Q: I think it is better to say that...

A: I think it is better to say that...

Q: I think it is better to say that...

A: I think it is better to say that...

Q: I think it is better to say that...

to have to work rather than "own" for a living. He got a good number of praising letters from businessmen who were feeling the pinch from department stores and organized suppliers.

Gilb: He was an anti-truster?

Coggins: Yes, in those days it was a common attitude. Today most people have recognized that the trust was part of our evolution. It had to come.

Mother--Women's Rights

Gilb: What was your mother like? What were her interests?

Coggins: Well, she had six children.*

Gilb: That ought to have kept her busy. (laughter)

Coggins: She was interested in more life for women.

Gilb: A suffragette, do you think?

Coggins: Yes.

Gilb: Did she join any organizations?

Coggins: Yes. At one time she was chairman of a suffrage committee in Philadelphia. I recall that she had correspondence with Anna Shaw, Lucy Stone, Susan B. Anthony, and other campaigners. Alice Blackwell...there was a very militant group in those days.

* Herbert Coggins was born on May 31, 1881

to have in each house from 100 to 150
to get a good number of people before them
management was very good and the
department always and very much improved.

He was in the hospital

1810

He was in the hospital
He was in the hospital
He was in the hospital
He was in the hospital
He was in the hospital

1811

1812-1813

He was in the hospital

1812

He was in the hospital

1813

He was in the hospital

1814

He was in the hospital

1815

He was in the hospital

1816

He was in the hospital

1817

He was in the hospital

1818

He was in the hospital

1819

He was in the hospital

He was in the hospital

He was in the hospital

He was in the hospital

He was in the hospital

He was in the hospital

1

Either my mother or grandmother subscribed to the Woman's Journal, edited by Alice Stone Blackwell. It was the organ of suffragists.

Gilb: Had your mother also been a Quaker?

Coggins: No. Her people came from Massachusetts, probably Pilgrim stock. But her mother as a girl had come across the plains in a covered wagon.

School and Ornithology

Gilb: Did you go to the public school in Philadelphia?

Coggins: Yes.

Gilb: How far along did you go?

Coggins: I only went through high school.

Gilb: Since your father had gone to college, what made you decide to quit at that point?

Coggins: I didn't have any incentive to go to college. There wasn't anything I wanted to be. In those days things were different. There were very few boys I knew who wanted to be any special thing. There were a few wanted to be doctors and lawyers and engineers. Most of us, when we got through school, just wanted a job. We wanted to earn money.

Gilb: You told me that as a boy you had become interested in birds and ornithology.

4236

Coggins: Well, I went first to a public school. Then we moved out to Germantown and I went to a private school. In many private schools, I've found, either because they were people of a little more leisure or a little more money, they had time for nature study and cultural things. One day Witmer Stone, Curator of the Philadelphia Academy of Natural Science, came to our school and gave a lecture on birds. He had been one of our alumni, by the way. He brought the bird specimens with him and somehow they caught my interest. I had always been interested in animals and I became quite interested in birds.

Like many boys I hunted birds' nests and the birds became characters to me. And I got to know them that way. I joined the Academy of Natural Sciences when I was old enough and was secretary of the Delaware Valley Field Club, which was the ornithological section of the Academy. Later when I came to California I was President of the Cooper Ornithological Club, a large organization founded on the West Coast.

I have been a member of the American Ornithologists Union and the original Pennsylvania

Concluded Well, I was there at a family dinner. That is

ended out to Birmingham and I went to a private

school. In many respects, I was young.

After leaving home, I went to a little school

in a little town near Birmingham. I was there for

many years and enjoyed it very much.

After that, I went to the Birmingham School

of Natural Science, and to the school and gave a

lecture on it. It had been one of my aims.

By the way, the lecture was very successful.

It was and I was very much surprised.

After that, I went to the school and I was there for

many years.

After that, I went to the school and I was there for

many years.

After that, I went to the school and I was there for

many years.

After that, I went to the school and I was there for

many years.

After that, I went to the school and I was there for

many years.

After that, I went to the school and I was there for

many years.

After that, I went to the school and I was there for

many years.

After that, I went to the school and I was there for

1

Audubon Society since 1897. I've never had a systematic course in ornithology, but I was in the midst of ornithologists and biologists, and I went on expeditions with them. I remember going across New Jersey on a collection trip with Witmer Stone and J. A. G. Rehn, now a well-known entomologist. We took a horse and wagon and tanks for collecting specimens. We slept out in the open in the pine barrens, and even in the populated East, it was so unsettled in the heart of New Jersey that we traveled two days without seeing a person.

In 1900 I went to assist in the course in ornithology at Woods Hole, Massachusetts. Dr. Thomas Montgomery of the University of Pennsylvania had charge of the ornithological work there, and he invited me to assist him, and that was quite an experience. That summer the entire school was under Dr. O. F. Whitman of the University of Chicago. One of the guest lecturers was Dr. E. L. Thorndike, the psychologist. Afterwards, I always boasted that he was in my class, but it was very casual attendance. Dr. Herman Bumpus was one of the important people, and Dr. Walcott. Then there was a man interested in marine life. We called him "King Crab" Patton because he was a specialist in the king crab.

... 1897. I was away for a
symmetric course in philosophy, but I was in the
middle of statistics and philosophy, and I was
an expedition with them. I remember being asked
for letters on a collection with which I was
and I. G. Jones, who was a well-known astronomer.
We took a letter and wrote and wrote for nothing
specimens. We played for in the game in the game
between, and even in the business game, it was an
exercise in the game of the game that we
played for days without seeing a person.
In 1900 I was in the game in the game in
philosophy and science, and philosophy.
Dr. Thomas Montague of the University of Kentucky
was one of the most philosophical men there,
and he invited me to lecture there, and I was asked
an experience. When I was in the game I was
under Dr. G. H. Jones of the University of
Chicago. One of the most interesting men in the
world, the philosopher, the philosopher, I think
because that he was in the game, and he was very
actual attention. He was a man who was in the
the important people, and he was a man who was
was a man interested in science. He was a man who
"Karl" that was a man who was a philosopher in
the game.

The little town of Woods Hole was made up of rather well-to-do summer residents and the natives. And the natives had the summer people classified: the Big Bugs and the Bug Hunters. We had a boat trip to the island of Penikese, where Louis Agassiz had had his famous class. I remember one of the former pupils telling how he wanted to know what he was to do, and Agassiz handed him a fish bone and said, "Take this and tell me all about it in a couple of weeks." He was somewhat bewildered about where to begin. I guess Agassiz wanted him to go over it with a microscope and study its structure, chemistry and everything else.

I remember later when I was having Dr. David Jordan (President of Stanford University) autograph some of his books, he told me with pride that he had an autographed book of Louis Agassiz. Dr. Jordan seemed such an important person, yet he had an almost boyish pride in his possession of Agassiz's autograph.

Gilb: Of course Louis Agassiz was so great.

Coggins: Yes. He must have been quite a forcible person, I guess, to leave his mark as he did.

Gilb: You didn't aspire to be a professional ornithologist though?

Coggins: No, I didn't think of it as a full-time career although there were scholarships there which I could probably have had. All the boys I knew were thinking of going into business. As far as I knew, that was the proper future. I didn't want to be a doctor or a lawyer.

The first thing I saw when I stepped out of the car was a

strange

thing. I didn't think it was a very nice place.

Although there were some beautiful things about it.

And I didn't think it was a very nice place.

And I didn't think it was a very nice place.

I don't know what the reason is, but I don't

know it is a very nice place.

1

TO WORK FOR THE PENN PUBLISHING COMPANY

Gilb: When you got out of school, how did you set about finding a job? Did you find one right away?

Coggins: I went to one job and they dispensed with me promptly on account of my penmanship.

Gilb: Was this a clerical job of some sort?

Coggins: Yes. I did go to business college there for awhile and I learned...at least, I took bookkeeping. Then, father had known the Penn Publishing Company and they wanted an errand boy.

Gilb: So you went to work as an errand boy? Appropriately in the firm that published Horatio Alger (laughter).

Coggins: In those days boys were very cheap and they weren't very valuable.

Gilb: What were you paid when you first started to work?

Coggins: \$3 a week. You could hire a boy for \$2.

Gilb: You had to live at home, obviously.

Coggins: Oh yes. Well, I did that anyway. No, I didn't have a family to support on \$3. But that was an errand boy's established rate and they could get all the boys they wanted. Jobs were scarce; boys weren't.

Later I got to filling orders, packing and shipping books.

Miss: What you say is not at all new, but all the same

nothing new [and] the new edition is not

Correct: I want to see the new edition, and to

know if it is really new or not.

Miss: What this is a question of the new edition

Correct: Yes, I can see in the new edition that the

new edition is really new, and that it is really new.

Yes, I think it is really new, and that it is really new.

and that it is really new, and that it is really new.

Miss: So you can see in the new edition that the

new edition is really new, and that it is really new.

Correct: In the new edition, the new edition is really new.

very new.

Miss: What you say is not at all new, but all the same

Correct: It is really new, and that it is really new.

Miss: You can see in the new edition that the

Correct: On the new edition, the new edition is really new.

and that it is really new, and that it is really new.

and that it is really new, and that it is really new.

All the new editions, and that it is really new.

new.

What is the new edition, and that it is really new.

new.

In the meantime, I think it was because I had written a story--in fact, I had written two stories. One of them was in response to a newspaper contest, I think the Baltimore Sun. I didn't win a prize, but they bought my story and published it. The other I sold to Vogue.

Gilb: Vogue, for goodness sake.

Coggins: Vogue was different in its format at that time--a commonplace women's style magazine. But it published a few stories. It didn't have anything like the glamour it has today. Relatively, perhaps it did, because those were not glamorous days.

My writing gave our manager the idea that I might be useful in reading manuscripts. And I read manuscripts.

Gilb: Do you recall now any of the manuscripts you read during that period that later became well known?

Coggins: We had, for instance, some of Horatio Alger's books, but we were going to publish them whether I read them or not. (laughter) Some of them had been run through Golden Days, which was a boys' magazine, and we were glad to get the book rights and publish them under any conditions.

In the meantime, I think it was because I had

written a story-in fact, I had written two stories.
One of them was in English in a newspaper column.
I think the Illustrated. I think it was a story
but they thought my story was excellent. The
other I sold to Time.

Yankee, for instance.

Bill:

Yankee was different in its way of doing things.
It was a magazine, but it
published a few stories. It didn't have regular
like the Illustrated of the 1920s. Initially,
because it was, because there were not thousands
like.

By writing these two stories for Time and I
might be asked to write more. And I
was successful.

Bill:

For you would have one of the successful stories.
During that period that time between the wars
the best, the best was, was in Yankee's column.
And we were going to publish that whether I was
there or not. (Laughs) And in that way you
can become Billboard man, which was a joke.
Because, and we were glad to get the first of them
and people were really very interested.

Question:

Gilb: What was your function as a reader then?

Coggins: On other manuscripts it was for my opinion, but Alger was accepted already. It was like asking a publisher if he wanted to publish one of the best sellers today. He'd say "Yes" before reading it.

Then we had books by W. Burt Foster. These are names nobody will know today. James Otis was pretty well known; he wrote for St. Nicholas. Then we published this series of books. We got the idea...of course, I was not very much of an influence in the decisions in those days...but we got the idea we'd like to publish an adventure series dealing with West Point and Annapolis. We wrote to West Point and asked them if they could suggest somebody who could write a book and they gave us the name of a young man who had graduated or was graduating at the time. His name was Paul B. Malone and he wrote the series starting with Winning his Way to West Point. The author later became a general and later was in command of the Presidio in San Francisco.

Gilb: Trying to live down the fact he'd written the books, no doubt. (laughter)

1910

What was your reaction to a certain point?

1911

On other occasions it was for my opinion, but

after the general election, it was for my opinion

whether it was for my opinion or for my opinion

whether it was for my opinion or for my opinion

Then we had been by it, and before that

the same thing with the same thing

and after that time it was for my opinion

Then we had been by it, and before that

idea... of course, I was not very much of an

idea... of course, I was not very much of an

and the time with the same thing

after the election it was for my opinion

more in that time and before that

before the election it was for my opinion

and the time with the same thing

on the occasion of the election

and the time with the same thing

after the election it was for my opinion

and the time with the same thing

and the time with the same thing

1912

Trying to live from the time with the same thing

no more, living

Coggins: He was quite an ambitious person, quite up and coming. Then we got a young man who was going to Annapolis to write a series of books. His name was Commander E. L. Beach. While we were publishing that series, we found another Annapolis graduate who we felt was an even better writer; so we had two Annapolis series at the same time.

Also we decided on a series of college stories for girls, so we got a teacher from Smith College. She wrote a series called the Betty Wales books. Betty Wales, Freshman; Betty Wales, Sophomore, etc. They were very successful. In fact, a garment manufacturer named some of his creations after her.

Gilb: Sounds as if the firm went out and actually sought writers and thought of the ideas for books and got people to write them.

Coggins: I think that's very common.

Gilb: It was common then?

Coggins: Yes. I think, except for books on fiction, many books were planned ahead. In fiction, you couldn't plan very definitely, but you could say, "We'd like a good fiction sea story." The series makes friends for books to follow. People say, "I've been buying books in, say, the Modern Library.

1000000

What they publish is usually something I want."

Their mind is open to look at the next book. We found that a series of books sold easier.

Gilb: However, back in the days when you were a reader of manuscripts, if an unknown writer did submit a manuscript it was read, wasn't it? They weren't ignored?

Coggins: Oh yes. I can't quite understand why so many people feel that their manuscript doesn't get a trial because, after all, the reader and the publisher would feel pretty sick if a manuscript had gone out of their house unread that became a best seller. Barnaby Conrad was telling not long ago that he offered his book, The Matador, I think it was to Bennett Cerf's office (Random House) and the fellow called in to Cerf and said, "Can we use 80,000 words on bull fighting?" and Cerf said, "Hell no!" And that was The Matador. They must have thought that matter over later many times.

I think when each person picks up a manuscript, he's hoping it will be something that his house wants; but on the other hand, he can tell pretty soon, he doesn't have to read very far, to know whether the author has skill or not.

 

[illegible]

Plumage:

 

Gilb: Did you find that different readers had different prejudices, however, in the firm?

Coggins: Oh yes. I remember we had a book offered to us by Edward S. Ellis, who was quite a famous boys' writer in those days, and I was the only one who liked it because it just told about some boys who rehabilitated a brick yard. It had no Indians, no fighting, nothing of that kind. It got published by another firm and later one of the errand boys read the book and said, "Now, I like that kind of book because it's about something that you can do yourself. It isn't so far away. It doesn't make you feel so unsatisfied." I was very glad to repeat that to the other readers.

Gilb: You were saying you were a reader for awhile. And then you moved on to what job after that?

Coggins: When they published a children's magazine they turned it over to me to run.

Gilb: What was that magazine called?

Coggins: Youth. We made serials from the books we were going to publish.

Gilb: How wide a circulation did it have? Did it circulate all over the country?

Coggins: Well, as far as we could make it, but we never got over 10,000 circulation. That was pretty big in

Oliver

But you think that different people are different

personally, however, in the time

Carlson

On the 1st, I remember we had a party at home as we

thought it better, and the night a former party

which we had given, and I was the only one who

liked it because it had been a party of people who

reminded me of the party, I was, I thought, the

kind of party, and I was, I thought, the

kind of party, and I was, I thought, the

kind of party, and I was, I thought, the

kind of party, and I was, I thought, the

kind of party, and I was, I thought, the

kind of party, and I was, I thought, the

kind of party, and I was, I thought, the

Oliver

But you think that different people are different

personally, however, in the time

Carlson

On the 1st, I remember we had a party at home as we

thought it better, and the night a former party

Oliver

But you think that different people are different

Carlson

On the 1st, I remember we had a party at home as we

thought it better, and the night a former party

Oliver

But you think that different people are different

personally, however, in the time

Carlson

On the 1st, I remember we had a party at home as we

thought it better, and the night a former party

those days. I remember one time after I came to California I was talking to the editors of the Sunset Magazine and I said, "10,000 subscribers." Charles Field said, "You didn't really have that many, did you?" So evidently they had had their problem of circulation. Of course, there were no circulations like there are today. When the Ladies' Home Journal went over a million it was the top news in publishing.

Gilb: Did Youth Magazine take advertisements?

Coggins: We tried to, but people don't advertise very much in children's magazines. After all, with children there's too big a gap between the desire and the ability to purchase. The Curtis advertising man for the Saturday Evening Post told me, "When we published Jack and Jill we didn't even try to get advertising; it wasn't worth trying."

Gilb: As children's editor, was your function purely to edit the magazine, or did you also select books?

Coggins: No, I didn't have much to say about the books as a whole, except to select as serials. Perhaps I was more of a managing editor than an editor because I had to make up the magazine, work with

• JIM

...and the ...

5426

the printer, and do everything that needed to be done.

Gilb: You told me that you'd discovered L. M. Montgomery.

Coggins: Well, if I didn't discover her at least I published one of her earliest stories, "In Quest of a Story."

I remember the manuscript came in from Canada.

The whole adventure was about getting to the library to borrow a book in snowbound winter.

I forget just what the adventure was but it was enough to make a story.

Gilb: Did the Penn Publishing Company publish Anne of Green Gables?

Coggins: No. There were a lot of stories like that that went through and a lot of the writers never did publish anything else. We didn't think of following all our short story leads. A great many of them had published and some of them we published later.

In 1906 a young man going to college sent in a poem which I accepted. It was called "The Wash Tub Sea." Forty-nine years later I was looking over an old file of Youth and came across this little poem, which I remembered, and I was astonished to see the author's name--Sinclair Lewis.

• **ALL**

Gilb: What sort of things did you try to get at that time? What did you think would appeal to children?

Coggins: Of course we knew that hunting stories, war stories, and adventure stories, historical stories, would appeal to children. In our first issue we started a story by W. Burt Foster called "With Washington at Valley Forge," a series which starred a boy who helps win the Revolutionary War. It was sure fire. Then we had another little story called "Little Polly Prentice" which was the story of a little girl taken out of an orphan's home and finally adopted by the people. I remember Mary Mapes Dodge, Editor of St. Nicholas, told me later she would have liked to have had that story for St. Nicholas. So there evidently were patterns we all recognized as acceptable for the children.

Gilb: Do you mean stories the children would like?

Coggins: Yes, and that their elders would approve of. We had rules then. Nearly everybody who published children's books had to be very much aware of the Presbyterian and the Methodist Boards of Publication. Such words as cigarettes and drink and slang were not to appear in books that they bought.

1110

1111

1112

1113

Gilb: What would you have thought of Mark Twain, whose books are full of slang?

Coggins: I think Prince and the Pauper ran through St. Nicholas, but Mark Twain was probably not a favorite of the church publication people.

Gilb: You wouldn't think of him as being for children?

Coggins: For older children, but it wouldn't have passed...

Gilb: It wouldn't have passed your editorial policy?

Coggins: The company policy, anyhow. It wouldn't have passed the group that we were working with and selling to. I'm not familiar enough now with Tom Sawyer or Huckleberry Finn to know if they were entirely proper. They weren't, were they?

Gilb: No, I wouldn't say so.

Coggins: Well, these had to be proper! I remember, I was talking not very long ago to Oscar Lewis and he used to write for the Presbyterian Board and we were discussing the taboos of that time.

Gilb: And why did they have so much influence over you?

Coggins: Because they were big buyers of books.

Gilb: You were just editor of the magazine, but I guess your policy would be influenced by...

Coggins: By business, by what we could sell later. In other words, between our books and our magazine

we developed a following and after awhile, you know, to keep your following you have to follow your following.

Gilb: Didn't this ever bother you? Didn't you sometimes feel that this was an artistic or esthetic restriction?

Coggins: No, because I was not aware of it. In those days children's books were not so numerous nor so diverse. The values were in black and white. Reading was reading and a children's book was not analysed as they are today. Any of them was better than getting into mischief.

Then, too, the rags-to-riches viewpoint was the national ideal. Tobacco and drinking hadn't been advertised into the general acceptance they have today. It was not until one day I heard Otis Skinner let out a blast against the Alger stories as false, misleading and destructive that I realized there were varying opinions of what was proper for children. Furthermore, rags-to-riches stories did not become the subject of ridicule until the next generation.

I was perfectly aware that certain facts of life did not appear in books. But I thought it

we developed a following and after awhile you
know, we keep your following you have 50 follow-
ers following.

was because no one wanted to write about them. The first knowledge I had of a general taboo I acquired one evening when I happened to be on a Fall River boat along with Joseph Coates. He was a member of Porter and Coates, an old Philadelphia book publishing firm. He was also the editor of their magazine, the New Era, an intellectual monthly along the lines of the Arena and the North American Review. He told me, "We have a manuscript in the office which I think is a great book by a young man I think is going to be a great writer. But I think it will never be published. It's too frank." How nearly right he was is evidenced by the fact that, as I am told, Doubleday accepted the manuscript and Mrs. Doubleday prevented its publication. However, after several years and many journeys it was published. It was Theodore Dreiser's Sister Carrie.

Gilb: And would you say that in a way your standard of what was a good book was what sold well?

Coggins: Yes.

Gilb: It didn't bother you?

Coggins: No, I didn't feel it was a cause. Any more than I would have questioned the formula if I had been working for a soap manufacturer.

2

Gilb: In Philadelphia, did you associate with many of the publishers? Did you know many of the publishers of that time?

Coggins: I met many of them. I was not a very important figure, but I did meet them. I met people like the editors of the Saturday Evening Post and Ladies Home Journal. Edward Bok and George Horace Lorimer. I used to commute with Churchill Williams, an editor of the Saturday Evening Post. He had written a couple of novels later and was pretty well known. I remember his review of Frank Norris's Octopus in the Bookman. He coined the term "red-blood literature."

Then I met these other people, the people at Lippincott's. I knew Mr. Coates pretty well. There weren't very many publishers in those days. I remember when these "upstarts," McClure and Doubleday, came out of Scribner's and went into business and everybody predicted they wouldn't last.

Gilb: It was a very risky business, publishing, wasn't it?

Coggins: Not for them. They lasted a long time. But it was not a big business. I remember, at the time, there was no publishing company that would be

In Philadelphia, his first residence was that of the
 Philadelphia and was the only one of the Philadelphia
 of that time.

Original

I was born in 1791. I was not a very important
 figure, but I was not poor. I was a single man
 the whole of the Philadelphia period and
 I was a single man. I was not a very important
 figure. I was not a very important figure. I was
 an officer of the Philadelphia period. He was
 within a couple of miles from the city and was
 well known. I remember his name as being known
 to the Philadelphia period. He was not a very
 important figure.

When I was born in 1791, the world was
 different. I was not a very important figure.
 There were many things that were different in those days.
 I remember that the world was different. I was
 not a very important figure. I was not a very
 important figure. I was not a very important figure.
 I was not a very important figure. I was not a very
 important figure. I was not a very important figure.
 I was not a very important figure. I was not a very
 important figure. I was not a very important figure.

02151

It was a very different world. I was not a very
 important figure. I was not a very important figure.
 I was not a very important figure. I was not a very
 important figure. I was not a very important figure.
 I was not a very important figure. I was not a very
 important figure. I was not a very important figure.
 I was not a very important figure. I was not a very
 important figure. I was not a very important figure.

Original

rated as a million dollars in Dun and Bradstreet, while a lot of other businesses would run into many millions. If they sold \$500,000 a year they would be a big publisher. But of course, the profits were bigger in percentage because labor was cheap. As I remember, our juveniles cost around twelve cents to manufacture.

Gilb: That's a regular, heavily bound...

Coggins: That would sell for \$1.25 at list. Some of the publishers would send their printing up into Lancaster County, where the Mennonites lived, because they worked very cheap. I think some magazines are still printed there today. I think Country Life was printed up there for a long time.

Gilb: Curtis Publishing?

Coggins: Yes, they gave it up later, or sold it to somebody.

Gilb: May I ask what your salary was as children's editor?

Coggins: Well, not very impressive. When I became Editor it was doubled, but it never got over \$60. I was, however, to be better paid when the magazine got on its feet.

Gilb: A month?

Coggins: Yes.

● 2010 年 10 月 1 日起

452

•

Gilb: Well, that bought a lot more then.

Coggins: Values were very different. A top executive in a department store would get \$100 a month. \$1,000 a year was pay for a smaller executive. Girls rated office boy pay. Stenographers, \$4.00 a week. Recently a well-known businessman told me his father came to New York in 1910 and was glad to work for \$3.00 a week.

1912:

Well, that was a very good year.

1913:

Before we were very different. A big revolution in a

department store would not give a single \$1,000

a year was not a small amount. This

year was not a very good year. It was a very

pleasant a well-known business with a big

factor was in the year in 1913 and was given in

year for \$1.00 a month.

THE DEMOCRATIC CLUB, PHILADELPHIA

Gilb: When you were there in Philadelphia, besides working in this literary field you were developing an interest in politics, were you not?

Coggins: Well, somewhat. I guess I got it from my brother and partly from the general feeling that politics in Philadelphia were so bad that we all should do something about it. You know, at the time Lincoln Steffens referred to Philadelphia as "corrupt and contented." There had been a great deal of graft there. There had been a succession of gangs for generations. Dave Martin was the boss of one. He was followed by Israel Durham and Jim McNichol. They were obviously grafters of the boldest type. There was an Independent group that repeatedly tried to reform the city, but never very successfully. The Democratic Party was very weak. Pennsylvania was Republican, a tariff state. The social standing at the time of a Democrat was lower than that of a Socialist today. The prevalent idea was that the Democrats only wanted to get a chance to loot the national treasury.

1910

There are very many in this country who are
working in this industry, and who are
interested in politics, and who are

Original:

Well, however, I agree, I am in favor of
and partly from the general feeling that
in this country there are not many who are
interested in politics, and who are

It is a feeling which is not shared by
"people who are interested." There has been a great
deal of work done. There has been a movement
to bring the countrymen. They have not

lost of it. It has been a great success and
the countrymen. They have not only
the political system. There are no
other people who are interested in politics, and

There are very many in this country who are
working in this industry, and who are
interested in politics, and who are

of a country and I am sure that of a country
today. The political system has been
only to be a country and I am sure that

University

My brother and I got into the Democratic Party. We had a little lunch club, I remember, of which I was the treasurer. It was an odd mixture of Democrats. Some of them were liberals, some of them very conservative. One of the conservatives, one of the old aristocrats, was a Democrat because an uncouth upstart named Lincoln had come into the national picture with the Republican Party and ruined the country.

Gilb: Considering your abolitionist background, it was a little odd that you went into the Democratic Party.

Coggins: I was born a Republican. My father was Republican. It took him quite awhile to get over it because at first it had been a new and improved party. His uncle had been one of its founders.

Gilb: By your time it distinctly was not, however.

Coggins: No. Of course, there were economic issues involved in its birth. The North was not against slavery solely because it was wrong. The controversy has been interpreted as a conflict between the planters and the growing capitalism of the North.

Gilb: How active was this club? Did it just talk?

My brother and I got into the Newcomb
 party. We had a little lunch also. I remember
 of going I was the youngest. It was my old
 friend of Newcomb. Some of them were friends.
 some of them were acquaintances. One of the
 acquaintances, one of the old friends, was a
 famous person in music and was named John
 and some later the political system with the
 Southern Party and joined the country.
 Considerable part of the political system, it was
 a little old but was into the Newcomb
 party.

0110

Constance: I was born a Southern. My father was Southern.
 It took him quite while to get into the country as
 time it had been a long time and I was not
 able to keep up to the country.
 By then I was a little more and more.

0110

Constance: No, of course, there were several things for me
 in the South. The South was not against Africa
 really because it was very. The country was
 been destroyed as a result of the slavery
 and the people were still in the South.
 The people were still in the South.

0110

32

Coggins: It went into the campaign. In 1905 there came pretty near being a revolution. The city got so corrupt there that the mayor, himself a Republican, turned against the people who had put him in office. On one occasion citizens crowded the Council Chamber and lowered a noose from the balcony as a warning to the Council members. The story appears in Lincoln Steffens's Shame of the Cities.

Gilb: Did you know Lincoln Steffens at that time?

Coggins: Not at that time. Mr. McClure introduced me to him in his office a year or two later. Then in California I met him many times.

Gilb: We were talking about the activities of the Democratic Club in 1905.

Coggins: It was interesting. Interesting people would drop in occasionally. Tom Johnson, mayor of Cleveland.

Gilb: He was a Socialist, wasn't he?

Coggins: No, he was a single taxer and a liberal. They really didn't have any economic program except single tax, on land only, and less government. They believed first in democracy...

Gilb: And honesty.

Coggins: Honesty and democracy, free speech and free assembly. Then, when they came into questions of public

Cogan: It went into the campaign. In 1967 there were
 fifty more being a revolution. The city got no
 energy there that the world. Almost a revolution.
 turned against the world and was in action.
 On the national situation, around the world.
 Cogan: And I think a whole lot of money for a
 variety of the world. The story of
 in Lincoln's history of the world.
 Did you have Lincoln's history of the world?
 Cogan: Not at all. Mr. Lincoln's history of the
 his is his own a year or two later. Then in
 California I got the same story.
 He was talking about the history of the
 Cogan: It was interesting. Interesting people world.
 story in California. For Lincoln, story of
 Cleveland.
 Cogan: He was a socialist, wasn't he?
 Cogan: No, he was a single party and a socialist. They
 really didn't have any socialist parties since
 that, on that only, and I am convinced. They
 believed that in America...
 Cogan: And America.
 Cogan: America and America. They were not two parties.
 They were two parties and parties of people

ownership, they split. The dyed-in-the-wool single taxers opposed socialism more than any other group--even more than the conservatives. They wanted less government. The Republicans were willing to have more government if they could control and benefit by it.

Gilb: And you more or less subscribed to this train of thought during that time?

Coggins: Well, no. It didn't take long to convince me that the single tax wouldn't fill the bill because it didn't cover enough. In fact, Henry George...a lot of the single-taxers wouldn't admit it, but Henry George himself came out for government ownership of railroads and the obvious monopolies. He had the feeling that was growing among these people, that after all the combinations were not going to disappear. It was a question of who owned them and whom they were to serve.

Gilb: What did your club try to do? Campaign for a reform mayor?

Coggins: It campaigned, it put a ticket in the field, but as we found out afterwards, or at least was pretty sure, that the real bosses of the Democratic Party were Republicans. Donnelly and Ryan, the Democratic

figureheads, were just there to see that it never did real harm to the Republicans. They were much closer to the Republican bosses than they were to us. They looked on us as innocents who had to be tolerated at election times.

Gilb: Sort of as middle-class reformers. Is that how you would describe yourselves?

Coggins: Well, yes. We didn't know the score, from their standpoint.

Gilb: You didn't have a big following, any power. No money.

Coggins: No. Nobody wanted us except ourselves.

Gilb: But you were vocal?

Coggins: Oh yes.

Gilb: Did you publish things?

Coggins: Well, we didn't do very much publishing. We had no organization. This was about the only non-Republican group in Philadelphia at the time that met regularly, in a big county like that of a million or so. Yet it had no power because the money was all on the Republican side and the tariff...you see, Pennsylvania needed the tariff, the businessmen...The repeal of tariff was like cutting the businessmen's throats.

...and that is the only way to get it done.
...and that is the only way to get it done.
...and that is the only way to get it done.
...and that is the only way to get it done.
...and that is the only way to get it done.

Miss: ...and that is the only way to get it done.
...and that is the only way to get it done.

Captain: ...and that is the only way to get it done.
...and that is the only way to get it done.

Miss: ...and that is the only way to get it done.
...and that is the only way to get it done.

Captain: ...and that is the only way to get it done.
...and that is the only way to get it done.

Miss: ...and that is the only way to get it done.
...and that is the only way to get it done.

Captain: ...and that is the only way to get it done.
...and that is the only way to get it done.

Miss: ...and that is the only way to get it done.
...and that is the only way to get it done.

Captain: ...and that is the only way to get it done.
...and that is the only way to get it done.

Miss: ...and that is the only way to get it done.
...and that is the only way to get it done.

Captain: ...and that is the only way to get it done.
...and that is the only way to get it done.

Gilb: And that was one of the big planks of the Democratic Party.

Coggins: Yes, lower tariffs or no tariffs. That was about the only difference at the time. Later when Bryan ran, one segment of the party broke off and went into the Republican camp.

1881

And that was the end of the old world of the

Imperialist world.

Germany, too, found herself in a similar position. That was the

the only difference between the two, that while the

rest of the world was in a state of confusion and

the old world was in a state of confusion.

RETURN TO CALIFORNIA

Gilb: You came to California right after the 1906 San Francisco fire, which was a strange time to come. What brought you out here?

Coggins: I had been running the magazine for five or six years and it was obvious that it would never be a big thing. I knew at the time that St. Nicholas wasn't making any money; it was a question of time before they would go out of business.

Gilb: Even in spite of their obvious merit?

Coggins: Yes. It wasn't profitable. They kept it for sentiment for a long time, as long as Mary Mapes Dodge was alive, and I think Mr. Charles F. Clarke, her adopted son, carried it on for a time, but the Century Company finally gave it up. I think St. Nicholas had a remarkable record when you think of the books that went through it. Hans Brinker, Prince and the Pauper, Little Lord Fauntleroy, Juan and Juanita, Toinette's Philip, which I've seen in a movie in the last decade, Donald and Dorothy, Palmer Cox's Brownies, Joel Chandler Harris, Tudor Jenks. I don't know any publisher that introduced so many popular books for children.

1910

You came to California right after the 1906
San Francisco fire, which was a strange time to
come. What brought you out there?

Question:

I had been working the magazine for five or six
years and it was obvious that it would never be
a big thing. I knew at the time that Mr. Williams
wasn't making any money; it was a question of time
before they would go out of business.

1911

Question:

When in spite of their obvious misery
the Williams persisted. They kept it for
months for a long time, as long as they were
helped with their, and I think Mr. Williams & Clark,
had adopted me, wanted it on for a time, but
the Williams Company finally gave it up. I think
Mr. Williams had a tremendous trouble when you left.
It was worse than what happened to Mr. Williams.
William and his family still left Williams.
John and family, William's family, when I've seen
in a circle in the last decade, William and family.
William's Williams, William's family,
John's family. I don't know any publisher that
interested as many people as the Williams.

Gilb: And encouraged so many young writers. I know that as a little girl I used to send poems to St. Nicholas all the time.

Coggins: Mr. Clarke told me that one time when he was looking through their old numbers in the "Letter Box" department he came across a letter from a little boy from India. His name was Rudyard Kipling.

Gilb: St. Nicholas was really a very important cultural contribution to the country.

Coggins: Yes, I'm surprised too, because Mrs. Dodge didn't give one the impression of a literary person at all. She gave the impression of a very healthy, outgoing housewife rather than one living partially in a world of fantasy.

Gilb: Did you ever have any controversies or problems in editing your magazine? Were there any choices of policy?

Coggins: Within the limits already referred to I had the final decisions on policy. In fact I was the one who furnished all the taboos when others wanted me to publish something. I insisted on sending back a story by Jack London which I was urged to accept. It was a story of a little Eskimo boy who killed a polar bear by feeding it meat filled

Miss:

and answered me very soon. I know that
as a little girl I was very fond of
the things of the day.

Compass:

Mr. P. was told that the first time he was
looking through the telescope in the "Ladies"
box, he was told to look at the stars. He
said he was very fond of the stars. He was
very fond of the stars. He was very fond of
the stars. He was very fond of the stars.

Miss:

Compass:

Yes, I'm very fond of the stars. I'm
very fond of the stars. I'm very fond of
the stars. I'm very fond of the stars. I'm
very fond of the stars. I'm very fond of
the stars. I'm very fond of the stars.

Miss:

Did you ever hear of a little girl or boy
in a room with a telescope? I'm very fond
of the stars. I'm very fond of the stars.

Compass:

Within the little room, I saw the stars.
I saw the stars. I saw the stars. I saw
the stars. I saw the stars. I saw the stars.
I saw the stars. I saw the stars. I saw
the stars. I saw the stars. I saw the stars.
I saw the stars. I saw the stars. I saw
the stars. I saw the stars. I saw the stars.

with needles. I didn't think it was suitable. It was published later in another magazine.

Gilb: Jack London was already famous?

Coggins: He was just becoming famous. Critics were calling attention to this new writer.

Once in awhile I dream that I have forgotten to get out the last month's number. That's very real. I must have dreaded deadlines. It's unbelievable because that was fifty years ago.

Gilb: You said that the reason you were willing and ready to leave there was that you could see the handwriting on the wall, but what attracted you back to California?

Coggins: Perhaps the stories I'd heard from my parents about it. I didn't care much for Philadelphia as a city. I don't like hot weather, and the cold weather is useless after you get too old to sled and skate. I don't know whether the earthquake influenced me or not. Perhaps I felt I belonged here more than I did in Philadelphia.

Gilb: Had you had any contact through your editing duties with any California writers before you came out here?

with me, I think it is the only one.

was written in the same style.

With me, it is the only one.

It is the only one, I think it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

With me, it is the only one.

Coggins: We printed a number of stories from California writers, but I couldn't name them now without looking them up.

Gilb: Then when you came out to California you didn't have a definite job in mind. You just had a romantic idea of coming out here.

Coggins: Well, it wasn't romantic. At least I didn't feel so. I just felt there was more room and opportunity out here.

WHITAKER AND RAY, CALIFORNIA PUBLISHERS

Gilb: And how did you happen to get your job with Whitaker and Ray?

Coggins: Whitaker and Ray were a large book and school supply house. They had handled our books and also Youth magazine. Rather to my surprise, they remembered me. I wrote them from Fresno, where I was staying.

Gilb: Apparently they must not have been damaged by the fire.

Coggins: They were. Nearly everybody was damaged pretty badly. They were occupying a little corrugated iron place on Grove Street across from the City Hall in San Francisco. I arrived in town at night and walked around to see the place. Their stationery had always pictured the big Bancroft Building where their store had been before the fire. I saw this little hole in the wall and nearly decided not to go in in the morning.
(laughter)

Gilb: I'd like to know about their background. They had bought out...

Coggins: Yes, they bought out the old H. H. Bancroft Company, famous for their 47-volume History of California.

Q: And how did you happen to get your job with

Witman and Day?

A: Well, I was a little over a year ago when

they had decided not to go on

also they decided to go on

they were going to go on

about a year ago.

Q: Approximately how long had you been working for

them?

A: They were, I think, about a year ago when

they were working for them.

They were in the office for a year

and in the office for a year.

They were in the office for a year.

They were in the office for a year.

They were in the office for a year.

They were in the office for a year.

They were in the office for a year.

(Sighs)

Q: It is to your knowledge that they are

working on...

A: Yes, I am working on the...

because the first thing I did...

Whitaker and Ray were people who had a successful country store in Galt and had a lot of surplus money. When the Bancrofts wanted to sell, two of the employees got Whitaker and Ray to buy the business and let them run it. One of them soon got out of it. I worked for the one who remained, Charles M. Wiggin, who finally got the controlling interest in the business.

Gilb: How big a capital did the firm have?

Coggins: I never did know. I presume it was not more than \$100,000 or \$150,000.

Gilb: Was that the only publisher in the West at that time?

Coggins: No. There were various...lots of people published their own stuff. Paul Elder was doing publishing. Alec Robertson was publishing George Sterling. Both were booksellers. Every once in awhile somebody would publish a book at his own expense. Sometimes they would succeed. George Wharton James either published his own books or sold his own books. He would lecture and sell them at his lectures. He was quite a person at that time, very well known. His book on Lake Tahoe, The Lake and the Sky, has just been re-issued after forty years. There was some relation between him and

the Southern Pacific and the Sunset Magazine. Sunset Magazine was owned by the Southern Pacific and was a high-grade publicity medium. Either in it or in separate books James would write up attractive places where they owned a hotel. The present Tahoe Tavern was one of them. They had another down in San Jose, one near Monterey and one in Coronado. As the transportation was exclusively theirs, they could put a hotel in and get all the business. And apparently James found it was rather profitable to write a book about the section they selected. He wrote about the Indian country and about baskets and pottery. He was a man of a good deal of drive to him and I think a certain writing ability. He wrote easily.

Gilb: Didn't you tell me Joseph Henry Jackson started out as an editor for Sunset?

Coggins: Yes, he worked on Sunset.

Gilb: And that he had some dispute with...

Coggins: Well, it wasn't his type of thing. Jackson was distinctly a literary person and Sunset wanted business people. And he said, if he took a trip to Los Angeles, they expected him to come home with an advertising contract.

Gilb: So there was a considerable amount of small publishing going on all around.

Coggins: Yes, there's certain things that can be published locally. Of course, the Bancroft-Whitney Company, an offshoot of H. H. Bancroft, could publish law books successfully. No New York house could publish California law books! The facilities and the market were here. Publishing can serve in certain specialized functions in any state. But where you're dealing with general publishing for the public as a whole, in New York City you could either make or break a book without going out of town. There would be enough readers; you could sell enough there to insure its success. Here it would take a spread of seven or eight states to do the same thing.

Gilb: Did Whitaker and Ray try to sell to a nationwide market?

Coggins: We published a few books that did sell all over the country. We had one book, The Health Index of Children, by Dr. Ernest Bryant Hoag, who taught at Stanford for awhile and later at the University of California. One of the people who contributed a chapter to it was Dr. Lewis Terman of I. Q. fame.

Bill:

It might be a considerable amount of work.

Published today in all papers.

Conrad:

Yes, there's a certain danger that we've published

locally. Of course, the Democracy-Humanity Company,

an offshoot of W. D. Howells, would publish in

books undoubtedly. He has two books out

which call for a review. The Reviewer and

the market were both. Publishing was never in

anyone's specialized attention in any sense. But

where you're dealing with general publishing for

the public as a whole, in New York City you could

almost say you have a book without going out at

all. There would be enough business for each

all kinds of books to insure its success. But it

would take a special effort to get it started in

the new field.

Bill:

Mr. Milner and Mr. Jay, he will be a publisher

perhaps?

Conrad:

He published a few books that did well all over the

country. He had one book, The Death of a Man, at

Chicago. Dr. Henry Brown, who bought it

thought it was a very good book and published it

California. One of the people who published it

thought it was a very good book and published it

The book enabled the teacher to diagnose the troubles of her pupils. If they were not good students, sometimes it was because they had adenoids or lack of nourishment. Some had nothing but coffee for breakfast. The book really pioneered health supervision work in the schools. We received praise--and orders--from universities and from boards of health all over the country.

Then we sold Joaquin Miller's books all over the country. His reputation had been established in the 1870's back in England. He was better known in England than he was here for awhile.

Then Dr. Jordan's books sold pretty well.

Gilb: That was Dr. David Starr Jordan, president of Stanford.

Coggins: Yes.

Gilb: They sold all over the country, did they?

Coggins: Yes, not big sellers, but he had a following of graduates and people who had worked with him and admired him.

We published one of Theodore Roosevelt's books. He gave a series of lectures here in the Greek Theatre of the University under the Earle Foundation. I got him to revise the lectures

The first meeting the President to discuss the
possibilities of the project. It was held at the
University, and it was decided that the
project should be carried out immediately. The first
meeting was held on the 15th of the month, and
the President was present. The project was
discussed in detail, and it was decided that
the project should be carried out immediately.
The first meeting was held on the 15th of the
month, and the President was present. The
project was discussed in detail, and it was
decided that the project should be carried out
immediately. The first meeting was held on the
15th of the month, and the President was
present. The project was discussed in detail,
and it was decided that the project should be
carried out immediately.

The first meeting was held on the 15th of the
month, and the President was present. The
project was discussed in detail, and it was
decided that the project should be carried out
immediately. The first meeting was held on the
15th of the month, and the President was
present. The project was discussed in detail,
and it was decided that the project should be
carried out immediately. The first meeting was
held on the 15th of the month, and the
President was present. The project was discussed
in detail, and it was decided that the project
should be carried out immediately. The first
meeting was held on the 15th of the month,
and the President was present. The project was
discussed in detail, and it was decided that
the project should be carried out immediately.

The first meeting was held on the 15th of the
month, and the President was present. The
project was discussed in detail, and it was
decided that the project should be carried out
immediately. The first meeting was held on the
15th of the month, and the President was
present. The project was discussed in detail,
and it was decided that the project should be
carried out immediately. The first meeting was
held on the 15th of the month, and the
President was present. The project was discussed
in detail, and it was decided that the project
should be carried out immediately. The first
meeting was held on the 15th of the month,
and the President was present. The project was
discussed in detail, and it was decided that
the project should be carried out immediately.

4

and let us publish them under the title Realizable Ideals. I still have the original manuscript which he gave me.

Then we published some supplementary books, mostly compilations.

Gilb: What type of compilations?

Coggins: One was Power's Poems for Memorizing, which was used in schools in San Francisco year after year. We had a book on basketmaking, design books for art teachers, a series of aids to literature. For instance, one of Shakespeare's plays with notes and questions for the teacher.

Gilb: You were hired right off when you went to apply for a job there?

Coggins: Yes.

Gilb: They hired you in what capacity?

Coggins: To take charge of their publishing department.

Gilb: What other departments did they have?

Coggins: They sold a lot of school furniture, stationery and supplies; also theatre seats. We had agents covering the state, selling to the school districts.

Gilb: Selling books along with other wares.

Coggins: Yes, they carried samples of our own publications with them. A good many of the books were used in the schools. I would go out to the county meetings

and it is possible that under the same
conditions I will have the original

manuscript which is now in
your collection and which is now in

your collection.

What type of manuscript?

Yes, the same type of manuscript, which is

now in your collection in the library of the

We had a book in the library, which was

the same, a copy of the same, which was

the same, a copy of the same, which was

the same, a copy of the same, which was

the same, a copy of the same, which was

a copy of the same.

Yes, the same.

That is the same in your collection.

To have a copy of the same in your collection.

That is the same in your collection.

That is the same in your collection.

That is the same in your collection.

That is the same in your collection.

That is the same in your collection.

That is the same in your collection.

That is the same in your collection.

That is the same in your collection.

when they would notify me to submit our books. There's quite a lot of local patriotism and if you published in California the superintendents would try to help you.

Gilb: Did you ever try to sell any other way except through salesmen? Did you sell through the mails?

Coggins: Yes. I worked on adoptions in different states through the mail.

Gilb: What do you mean, adoptions?

Coggins: Say Minnesota, for instance, might have a "reading circle" of some kind or a board. We would send our book to different members of the state board, who were often normal school principals and bought books to circulate through the state's schools.

The Health Index of Children was adopted by a good many states because it was new and of recognized importance.

Gilb: Did you have any other methods of selling besides mail and salesmen? Did you sell through jobbers?

Coggins: No, you couldn't sell through jobbers. The book jobbing business had practically disappeared by that time. There was a time when Bancroft in the early days was a book wholesaler, but that practically disappeared. In fact, the only place

provisionally disapproved. In fact, the only place
which gave me a good night's sleep, was the

Coastguard: Yes, you ought to visit the coastguard station, the only
place where you will find a good night's sleep.

Glenn: Did you have any other methods of getting rid of
importance.

many other methods it was not of importance.
The British Legion of Officers was elected by a vote
of 100 to 100.

Coastguard: Yes, the British Legion of Officers was elected by a vote
of 100 to 100.

Glenn: What do you mean, "importance"?
through the wall.

Coastguard: Yes, I mean an importance in the eyes of the
British Legion of Officers.

Glenn: Did you ever try to sell me some of your
importance?

There's

4

then that a book jobber could survive was up in Spokane.

Gilb: Why Spokane?

Coggins: Because the jobber there, John W. Graham, had a good start from the first. There were little towns scattered around the territory with little book stores which couldn't afford to buy from the East because of minimum freight costs. Also they were too small for sales calls by the publishers' salesmen. So they bought many of their books from Graham at a shorter discount.

In San Francisco, for instance, you couldn't job books because there were too many sources to buy from. Book sellers picked up from each other. There was one very serious attempt to make a business of jobbing by some young people who had a lot of money but no experience. They tried it and failed. Today many publishers have depositories of their own books out here and have taken over jobbing themselves.

Gilb: You did have a lot of Eastern competitors out here competing with you.

Coggins: We weren't in the class of the big school publishers at all.

that there is some thing about the matter that is not

known.

Very respectfully

Yours

Respectfully, John V. Brown, and a

good deal of the time, there were some

times when the matter was not so

very much as it was at first, and

that is the reason of the matter.

There is no doubt that the matter

is not so much as it was at first, and

that is the reason of the matter.

In the meantime, the matter is

not so much as it was at first, and

that is the reason of the matter.

There is no doubt that the matter

is not so much as it was at first, and

that is the reason of the matter.

There is no doubt that the matter

is not so much as it was at first, and

that is the reason of the matter.

Very respectfully, John V. Brown, and a

good deal of the time, there were some

times when the matter was not so

very much as it was at first, and

Gilb: You just had to fill in where they didn't.

Coggins: Well, something that was too small for them.

If we could publish something for California, they couldn't always afford to do it, but we could.

Gilb: Was there ever any politics involved in trying to get school boards to adopt your books?

Coggins: There was supposed to be a lot of politics as well as graft in the book business.

Gilb: Did you hear stories? I'd like to hear some of the stories, even though they are only hearsay.

Coggins: They're the stories you hear about any selling. People would be bribed one way or another. One publisher told me that when he went to a town he would go and find out who the political boss was who had the influence in the state or city. He said, "I would make him my agent on a commission basis. When the books came up for adoption the word got by which books were to be bought." That goes through all business, that isn't just book selling. Our five-percenters in Washington are not unique.

Gilb: Did you feel that this was practiced by any of the salesmen for your company?

4580

• 1980-1981

referred

W. J. ...

It is an early morning in the city of New York.

1020

152

• *et al.*

Coggins: Oh, if they were it was so picayunish we didn't know it. I presume they did get a lot of their orders by "cultivation" one way or another. One agent who had worked for a larger house told me that his objection to Boss Ruef was that he didn't stay bought. He paid him one time but another book company got the orders.

Gilb: Of course, Boss Ruef took graft on everything.

Coggins: Probably, but if it hadn't been he it was apt to be somebody else. It seemed to be inherent in competitive business. From management's viewpoint a business must survive. If it can afford to be ethical, it is fortunate.

Gilb: How did you get your authors? You discussed how you sold books, but how did you get them in the first place?

Coggins: Naturally, we didn't get the big authors. We could have published Charles F. Holder, who had written a number of successful books on deep sea fishing. He offered us a manuscript, but it was not in our line. It would have been a disappointment for both of us.

Gilb: So what kind of authors did you look for? Did you look for authors or did you wait for them to come to you? How was this done?

Q. Now, if they were to see an advertisement on this
line 14, I presume they did not a lot of their
orders by "invitation" one way or another, but
agent who had worked for a time some time
that his objection to that fact was that he didn't
want to. He said his own idea was to
keep company with the others.

Q. Of course, that was your story as a business.
Probably, but if it hadn't been so it was not so
be somebody else. It seemed to be important in
negative business. Your management's reputation
a business man himself. It is not likely to be
ideal, it is a business.

Q. Now did you not your statement? You mentioned that
you said nothing, but now did you not then in the
first place?

Q. Naturally, he didn't see the other side. He
could have written Charles V. Smith, and he
written a number of general letters to them and
others. He didn't see a statement, but it was not
in one line. It would have been a statement
the fact of it.

Q. He said that he was not sure that he was
look for nothing on his side for there to come
to your own side about

Coggins: Well, once or twice, when we were making these literary aids I'd look for people to write those for us. Usually a teacher of English. A book on California civics was written for us by a school superintendent. In a way, that came nearest to being graft, you might say, to get a man who was in a position to buy his own book. But if he believed in the book, if we believed in it, it seemed to be all right.

Gilb: In other words, a teacher who could influence the choice of a book to be used in his classes would be a good person to approach to write a book.

Coggins: Yes, that was very common. Charles Mills Gayley wrote Classic Myths or Grim Tales Made Gay. His prestige helped to sell the book.

Gilb: But you didn't handle books usually that were written by university professors?

Coggins: We didn't handle that one. Yes, we had one on geography by Harold Fairbanks, who taught in the Department of Geography at the University of California. And Josiah Keep of Mills College wrote a book of West Coast shells for us which has been a standard book and is still about the only book of its kind.

...and in all cases.

Gilb: How did you happen to get David Starr Jordan's books? Did he come to you?

Coggins: We'd had one of his books before, the story of a baby seal. It was really a kind of Uncle Tom's Cabin to save the seals. It was a plaintive little story of an orphan seal left to perish because its mother had been killed for her fur. Then we published his Care and Culture of Men.

Gilb: He brought them to you, in other words. He came to you.

Coggins: Care and Culture of Men we had already published before I came and it was destroyed in the fire. I just republished it. He was willing.

Gilb: Oh, you went to him?

Coggins: I did, but I didn't have to because it was already in the works when I came here.

Gilb: How did you happen to get Joaquin Miller?

Coggins: Joaquin Miller we had had before, in one volume, but we republished it in six volumes. The old one-volume edition was published way back in the 1880's.

Gilb: And you didn't go after people like Jack London or Gertrude Atherton?

Coggins: No, we couldn't compete.

Ullin: Now the you happen to get into that position?

Robert: This is some so you?

Georgina: We'd had one of his books before, the story of a

happy man. It was really a kind of Ullin's story.

to have the story. It was a beautiful thing.

It was written and told in a very simple way.

Robert had been called the man. Now he

published his Ullin's story.

Ullin: He doesn't seem to be in that world. He came

to you.

Georgina: Ullin's story was told in a very simple way.

Robert I came to it very late in the day.

I just happened to. He was writing.

Ullin: Oh, you were so late.

Georgina: I did, but I didn't know it because it was already

in the world when I came here.

Ullin: Now the you happen to get Robert's story?

Georgina: Robert's story was told in a very simple way.

But we happened to be in the world. The day

was really a kind of Ullin's story.

the 1900's.

Ullin: And you didn't go after Robert's story?

Georgina: No, we didn't.

Ullin: No, we didn't.

Gilb: Did you receive many unsolicited manuscripts?

Coggins: Yes, lots of them.

Gilb: And you read those over carefully?

Coggins: Yes. Once in awhile we published one. Just after women got the vote, Bessie Beatty, a feature writer for Fremont Older, brought us a manuscript called A Political Primer (for the new voters). It sold pretty well. And a Congressman, a member of the Congressional committee for the Panama Canal, brought a history of the Canal. We published it. We had a book by Thomas Parker Boyd that sold very well. It was called The How and Why of the Emmanuel Movement.

Gilb: What's...

Coggins: I'm not sure but I think it was a little like Humanism. He sold practically the whole edition himself.

Gilb: Because he had a following somewhere?

Coggins: Yes. He'd go out and lecture, like George Wharton James.

Then we published another book which I didn't understand at all at the time and was totally out of sympathy with, called The Subconscious Mind and Its Illuminating Light. I thought it was kind of

This is the first time that the
 Government has ever been so
 successful in its efforts to
 bring about a change in the
 public mind. The Government
 has been able to show the
 people that it is not only
 capable of doing so, but also
 of doing so in a way that
 is both fair and just. The
 Government has been able to
 show the people that it is
 not only capable of doing so,
 but also of doing so in a
 way that is both fair and
 just. The Government has been
 able to show the people that
 it is not only capable of
 doing so, but also of doing
 so in a way that is both
 fair and just. The Government
 has been able to show the
 people that it is not only
 capable of doing so, but also
 of doing so in a way that
 is both fair and just.

a sentimental thing, but we had already contracted for it and the lady paid for it and sold it too. So you'd be surprised at the kind of books that can be sold.

Gilb: You didn't try to sell much fiction, I take it.

Coggins: No, we weren't equipped for it. Fiction was too much of a gamble.

You know, Kate Douglas Wiggin's The Birds'
Christmas Carol was published here and never got anywhere. Mr. Doxey published it. It wasn't until Houghton-Mifflin finally took it that it paid. One trip around the country and they've got their money back.

Gilb: In other words, even if a book had merit, if it weren't published by someone who knew how to sell it...

Coggins: No, the physical obstructions would stop your success. The shipping back there, the traveling, what it would cost a man to travel with just one or two books of fiction. He couldn't even pay for his meals on the train.

Gilb: You mentioned somebody having paid for a book. Was that a common practice?

On 12/12/1912, the following was received from the
New York State Department of Social Welfare:

...and ...

Coggins: They had been doing that a lot. I discouraged it and finally got rid of it. "Vanity publishing," where people wanted to be printed. Once in awhile there's a book that's so special that it's justifiable. There was a man many years ago in Philadelphia, an engineer named Trautwein, who published a technical book himself and it became a constant seller to engineers for generations.

Gilb: Why didn't you want to publish books on that kind of arrangement?

Coggins: Well, it's hard enough to sell a book when you believe in it. But if you didn't believe in a book enough! In the second place you have to pay a much bigger royalty, naturally, because they put up the money and you're taking less of a risk and if it is a success you lose out. There was a case of that. As I recall there was a company in Boston that used to do that. I forget their name, but they would encourage people, "Your book is good, it should be published, but unfortunately our budget is low and we can't take it on at present." They would talk them into putting up the money. They would do a printing job and the contract always said that "you have to take the

11. They had been looking for a job. I remembered it
 and finally got the job. I was happy.
 There were some things to be done. I was in a
 house. A book that was a special part of it
 was there. There was a very good one in
 Philadelphia. The highest level of knowledge was
 published a beautiful book about it and it became
 a constant source of information for everyone.
 My father's job was to write books on the state
 of the world.

12. Well, it's hard enough to sell a book with two
 dollars in it. But at the same time, it's a
 book. In the second place, you have to
 pay a man to write it. Naturally, because
 they put on the money and you're taking less of a
 risk and it is a business for you. There
 was a case of that. As I recall that was a company
 in Boston that was in the line. I forget the
 name, but they would encourage people to write books
 in good, it would be published, and automatically
 the book is in the hands of the public. It was
 great. That was the idea. The idea was to
 the money. They would be a company that had the
 highest level of knowledge.

remaining copies off our hands when the time comes," and so on. Well, a man by the name of Charles Felton Pidgeon sent them a book and they got him hooked on the thing, as they thought. Instead of getting 10% royalty he got a much larger percent. The book started to sell and sell and sell. Here was the author getting something like 40% royalty and the publisher getting poorer and poorer because he had all the expensive end of it for himself. That's the only case I know of where the man bit the dog.

Gilb: In other words, you didn't want to take "vanity" books because you thought it was bad economics, rather than just bad ethics.

Coggins: Perhaps a little of each. Usually when they want to pay for them there isn't much reason to publish. If you got something like Trautwein's book, you might feel you were doing something worth while.

Gilb: And you didn't think publishing poetry was very worth while?

Coggins: I didn't think it would do very much for either us or the author. After all, anybody could publish what he writes, but that wouldn't mean that it was worth while. The fact that we published it wouldn't make it any more worth while.

It was not surprising that the two studies

1991-1992

www.elsevier.com/locate/jbiotec

Gilb: What kind of arrangements did you ordinarily have with people, aside from those who paid for publishing? Did you give them advances? Did you commission them to write books?

Coggins: No, we didn't commission them. They were glad to go ahead anyhow. In fact, most of the manuscripts offered were complete when we got them.

Gilb: And you didn't pay them any advance sums?

Coggins: No, we just paid them royalties as they sold.

Gilb: What was the normal royalty?

Coggins: 10%.

Gilb: A few of them earned quite a bit from that, but not many, I gather.

Coggins: Well, some of them did pretty well. Miss Power did pretty well with her Poems for Memorizing. Dr. Hoag sold very well. I got pretty good royalty out of Theodore Roosevelt's book because I bought the plates for that myself.

Gilb: Did you ever have any trouble or controversies with any of your writers?

Coggins: No, because I guess we didn't have writers who could afford to be controversial. Well, Joaquin was sometimes a little unmanageable. In

What kind of arrangements did you previously have
 with people, and how many did you
 maintain? Did you give them anything? Did you
 maintain them in any way?
 Yes, we didn't maintain them. They were glad
 to go along with us. In fact, most of the
 maintenance offered was complete when we got
 home.
 Did you think of any other ways?
 No, we just kept them together as they were.
 That was the only way.
 Did you?
 A lot of them were taken a lot from that, but
 not very, I think.
 Did you have any other ways? Did you have
 the money with you for food?
 No, I don't think so. I don't think I had
 any of those things. I don't think I had
 the money for that.
 Did you have any trouble in maintaining them?
 Not at all.
 Did you have any trouble in maintaining them?
 No, because I wasn't alone with them.
 Could there be any trouble? Well,
 I don't see how it could be.

the prefaces to one of his volumes he wanted to pay off a lot of grudges to people he didn't like and I talked him out of that. I remember trying the same with Theodore Roosevelt, but it didn't work. He apparently didn't like James Gordon Bennett and he said something about him that I thought it would be better to leave out, but he said it was better, when you believed a thing, to say it.

Gilb: So you let him go ahead?

Coggins: Oh yes. Anyway I think the author should have the final say.

Gilb: Did you do much of an editorial job on these books? That is, revise the contents?

Coggins: No. I wouldn't touch a thing of Joaquin's, for instance, except to read proof.

Gilb: In all of these books, did you do much revision?

Coggins: I did do some in The Health Index of Children, its shaping up. I did make one suggestion which apparently was very helpful. I suggested a diagnostic table in the front to aid teachers in noting symptoms and checking them for later reference. It gave the school nurse something to go on.

the previous we saw of his victims; he wanted to
buy out a lot of things, we found he didn't like
and I talked him out of that. I remember saying
the same with another woman, but it didn't
work. He especially didn't like those London
and he said something about him that I thought it
would be better to leave you, but he said it was
better, then he believed a thing, he said it.

He got him to marry

He got him to marry I think the woman should have the

that was.

He got him to marry of an official, he was from

that is, what was the

He got him to marry a woman of London, for

himself, except he was poor.

He got him to marry, and he was very

I did do some in the London of London, the

staying up. I did with the woman who

agreed to be very happy. I remember a

diamonds were in the front of his house in

with the woman who was for him

with the woman who was for him

he was.

6

Gilb: You told me this company didn't do very well financially. What eventually happened to them?

Coggins: The publishing by itself would probably not have made money, but by using the company's facilities it was profitable. The whole company did pretty well. They did a big business between their furniture and books and school supplies. The company had made money but the manager wanted to retire and later sold the business.

Gilb: How many people did it employ in the publishing end?

Coggins: Just two of us.

Gilb: You and who?

Coggins: My present wife, though we were not married then.

Gilb: She was the secretary?

Coggins: Yes, and also my assistant. It was her first job.

Gilb: That wasn't a very big firm then.

Coggins: No. Of course, we had the use of the rest of the organization, salesmen, shipping and everything else. The books were sold and shipped by the bookstore department. If we'd just been publishing we'd have had to have more people and it wouldn't have been profitable.

Gilb: Why did you leave the job?

Oliver

You told me this morning that the very well
themselves. They eventually returned to their
The relations of these people are not
with money, but in being the country's business
It was profitable. The whole country and every
well. They did a big business between their
themselves and London and school supplies. The
company and they were not the company's money to
profit and later with the business.

Oliver

The very people who are going to be
well

Company

Just two of us.

Oliver

You are well

Company

We business with, which we were not wanted here.

Oliver

How can this be?

Company

You, and also by mistake. It was not like this.

Oliver

That was a very old time.

Company

It. Of course, we had the use of the work of the

organization, which, which and everything else.

The people were told and helped by the business.

Department. It was not that business would

have had to have more people and in which's name

been possible.

Oliver

Why did you have the idea?

Coggins: Because I realized that I was never going to be able to own it. It wouldn't have been profitable to separate it from the rest of the business. It wouldn't have stood alone. I'd have had to be in another business besides, to carry it.

Gilb: Did you have a financial interest in it?

Coggins: A little, not very much.

Gilb: And because you couldn't own it you didn't want to be in it at all?

Coggins: No. I knew that Mr. Wiggin would dump the whole company if he got the chance. He was wanting to get out, and that made it very uncertain whether anybody who took it would want the publishing end of it. Finally he did sell it to Harr Wagner after I got out. I had gone into contracting at the time.

Gilb: When did you leave the firm?

Coggins: I would think it was about 1912, but I'm not positive. Maybe a little later than that.

Goggins: Because I realized that I was never going to be

able to get it. It wasn't just some thing

to separate it from the rest of the business.

It wasn't just about money. I'd have had to be

in another business besides, to keep it.

Did you have a financial interest in it?

Goggins: A little, not very much.

Did you have any other interests in your firm's work?

It was in it at all?

Goggins: No. I knew that Mr. Wiggins would keep the whole

company if he got the money. He was working to

get out, and that made it very important whether

anybody else was in with him and the partnership and

it. Finally he did sell it to have money

after I got out. I had gone into working

at the time.

When did you leave the firm?

Goggins: I would think it was about 1915, but I'm not

positive. Maybe a little later than that.

BOOKSELLERS AND PUBLISHING

Gilb: I also wanted to ask about the book selling of that period right after the fire. I understand some booksellers were also publishers.

Coggins: Yes. Paul Elder, when I was in the East, was publishing paperbound books by Gelett Burgess and Will Irwin, and some of that mischievous type of literature that they produced, and his partner, who left the business about the time I came here, Morgan Shepard, had started to publish a series of monthly letters for children called the Bird Alone letters. The child would subscribe and would receive a letter every month simulating a personal letter about things that should interest him.

Gilb: That would appeal to children!

Coggins: Yes, but it didn't last. Very difficult to make a success of publishing out here. One, I'd say there were not enough buyers in the radius of our shipping facilities. Secondly, costs were too high compared to the East. I remember one of our books--we could get the whole book manufactured in St. Louis for what we would have to pay here to have it bound in San Francisco.

Gilb: The labor costs were more, is that it?

Bill:

I also wanted to ask about the book selling at that point of time after the war. I understand some bookstores were also involved.

Constance:

Yes, York Street, when I was in the bank, was publishing newspapers owned by David Horowitz and Bill Lewis, and some of their associates like of themselves that they produced, and his father, who left the business about the time I was born, began himself, and started to publish a series of monthly papers for children called the Bird Book. The birds were very popular and would involve a letter every month illustrating a picture. I know about things that should interest me.

Bill:

(That would appear to children)

Constance:

Yes, but it didn't last. Very little to see a number of publishing and more. Yes, I'd say that was not enough to keep in the field of the children's literature. Personally, I don't see the children's book as a business. I remember me of the book-see book for the whole book industry in the book for that we would have to pay back to have it done in San Francisco.

Bill:

The labor costs were very, in fact 10%

Coggins: Yes. There was no binding machine here on the coast. All of our books were bound by hand. In New York at that time, the machine would cut the boards, paste it, fold it up and be all ready to put on the sheets.

Gilb: The binding must have been a very high percentage of the cost.

Coggins: Yes. The printing and paper weren't so high as the more complicated mechanical process.

Another bookseller-publisher here was Alec Robertson, who was a character; everybody knew him. When he wanted to be, he was hard of hearing. He also had the habit of never answering letters. One time a man came down from somewhere in the mountains. He raged into the store and confronted Robertson with "You're a hell of a businessman; I've written to you three times and I haven't heard from you. Now I've come two hundred miles just to get an answer." He thought Robertson would wilt. Instead, Robertson said, "You know, you've proved something I've contended all my life, that if you leave every letter alone it will answer itself."

Goghins: Yes. There was an binding machine down on the coast. All of our books were bound by hand. In New York at that time, the machine would not bind leather. That is, this is not an all ready to put on the street.

Miss: The binding was done a very high percentage of the book.

Goghins: Yes. The printing and paper work is as the more complicated mechanical process.

Another person, I believe, has been
Also Robinson, who was a distinguished writer
know him. When he went to be, he was said to
beating. He said that the world of never anything
better. One time a man came from somewhere
in the mountains. He spoke into the street and
mentioned Robinson with "I'm a hell of a
fantasy; I've written in your name films and
I haven't heard from you. How I've come you
mentioned him just to get an answer." He thought
Robinson would like. Indeed, Robinson said,
"You know, you've written something I've considered
all my life, that if you leave every last thing
it will answer itself."

Robertson was a person of principle. He published George Sterling's works. He knew that he was losing money on them, but he was willing to do it because he felt that Sterling was a great poet.

Gilb: Why did these booksellers publish? Did they do it in the hope of making profit?

Coggins: I don't know. Why do people like to express themselves in different ways? They had been buying books all their life and, after all, there was a little temptation that they might get a best seller. Not having any experience, they didn't know that it might be very difficult. Now Mr. Doxey, who was the predecessor of Paul Elder and Company, published Kate Douglas Wiggin's Birds' Christmas Carol. It didn't sell until later when Houghton Mifflin took it.

Gilb: There is more to publishing than merely producing a book.

Coggins: Yes. It's a whole process, and like everything in business, the most difficult part is to make it pay.

Robertson was a person of great ability. He
possessed a strong sense of duty. He knew that
he was doing what he should, but he was willing to
do it because he felt that it was his duty to do so.
And the more he thought about it, the more he felt

0110

in the fact of his own conduct.
I don't know, but he people like he was
himself in different ways. They had been
trying to do all this work, and they all, there
was a little something that they didn't do a lot
of. But they were not satisfied, they didn't
know that it might be very different. But he, Mary,
who was the president of the Union and Society,
visited with people who were in the Union.
And, it didn't seem like it was a long time
before it was.

0010

There is now a building that is very modern
and new.
Yes, it's a whole process, and the everything in
business, the most difficult part is to make it work.

0110

0010

THE POST-FIRE LITERARY WORLD OF SAN FRANCISCO

- Gilb: I want to ask you some questions about the general literary scene you found out here in San Francisco right after the fire. What struck you as different out here from what it was like in the East?
- Coggins: Although I didn't work very long in Philadelphia, I doubt if I would remember the names of more than three or four poets who were writing poetry in Philadelphia at the time. When I came to California I found I was right in the midst of poets. There were a few novelists and historians writing in Philadelphia, mostly novelists and short story writers, but we didn't publish any poetry. I don't recall having any book of poetry offered to us. Out here we had people bringing us books of poems all the time, more than any other kind of work.
- Gilb: How do you account for this prevalence of poetry?
- Coggins: In one way, Philadelphia was drab. It was a business city, not particularly colorful. Out here there was more color. I made a little list coming over here of people who were pretty well known at this time in California. Even people who were not readers would know of them. Joaquin Miller, for

I want to ask you some questions about the general literary scene you found out there in San Francisco right after the War. What scenes you as different and some from what it was like in the East?

Compton: Right away I didn't want to go to Philadelphia,

I don't know if I would remember the names of some from among the four poets who were writing poetry in Philadelphia at the time. When I came to Baltimore I found I was going to the same of poets. There were a few new poets and old poets writing in Philadelphia, mostly something and about about writers, but no other's writing any poetry.

I don't really know any book or poetry offered to me. But I have to say people looking at books in some all the time, some when they come into it. But to you someone for this generation of poets?

Compton: In the way, Philadelphia was very. It was a

business city, and particularly during the war. There was more action. I was a little bit more of poets who were pretty well known at this time in Baltimore. Even people who were not poets would have to know. People who were

instance, was known all over the state. Edwin Markham was known. Herbert Bashford, who had been the literary editor for the Bulletin, was known. Ina Coolbrith was a celebrated person. Clarence Urmey and Edward Rowland Sill, who wrote that poem, "God Be Merciful to Me, a Fool." Burgess was no longer here but his poems, his "Purple Cow" and "Chewing Gum Man," were known all over. Charles Keeler was a well-known figure. People would point him out. David Starr Jordan even wrote poetry. Mayor Taylor wrote poetry. Palmer Cox, who I believe came from Vallejo, had written his Brownie stories in poems. Bret Harte, Charles Stoddard, and George Sterling were very generally known. Clark Ashton Smith, a young man in Auburn who had never seen a trolley car, never used a telephone, and wrote a striking poem on Nero, a philosophical analysis of Nero's mind. Will Irwin and Wallace Irwin wrote verse. Jeffers was not so well known at that time. Mary Austin was out here in Carmel. Henry Meade Bland, who was a teacher of literature in the San Jose school, had whole classes of poets. He used to publish a little magazine for them.

instance, was named all over the state. John
Horton was named. Herbert Gresham, who had been
the literary editor for the Register, was named.
The Poolman was a celebrated person. William Henry
and Edward Holmes Gill, who wrote that poem,
"Let us be faithful to the Lord," Horton was the
author of it. But the poem, his "Purple Cow" and
"Gathering near the," were named all over. Gresham
Horton was a well-known figure. People would point
him out. David James Horton even wrote poetry.
Horton Horton wrote poetry. William Gill, who I
believe came from Virginia, had written his poems
named in honor. That name, William Gresham, was
George Gresham was very generally known. David
James Gill, a young man in Auburn who had never
seen a fishing net, never made a fisherman, and
wrote a sentence poem in 1871, a philosophical
analysis of Horace's style. Will Smith and William Smith
wrote poems. Horton was not so well known at that
time. My sister was not born in 1871.
Henry James Hunt, who was a student of literature
in the 1840s and 1850s, had some poems of his.
He used to publish a little magazine for them.

This was all very different background from Philadelphia or New York.

Gilb: I was going to say that by 1906, the time of the fire, many of the people whom you have mentioned had already gone to New York. People like Ambrose Bierce, Gelett Burgess, Will and Wallace Irwin had left. Was there much literary activity going on?

Coggins: Oh yes. There were many in the California Penwomen's Group and the California Writers' Group. There were lots of people writing poetry. There still are, very much the same type of person. There were a lot of these poets still here. Charles Stoddard, I think, was here when I came. I know he was. Joaquin was here. Ina Coolbrith was here. Most of the list I gave you were here.

Gilb: So it wouldn't be a fair generalization to say there had been a complete exodus.

Coggins: No. George Sterling was here. The best-known poets were still here. Irwin and Burgess were perhaps best known for their other writings.

Gilb: Did your work bring you much into contact with all these people?

There was all very different conditions from
Philadelphia by New York.

I was asked to stay here by 1904, and then of the
first, some of the people were very much interested
but already some to New York. People like
Andrew Blyden, Nelson Johnson, Will and William
Jordan had left. They have much literary activity
going on.

Of course, there have been in the past
Pamphlets going and the California Western Press.
There were lots of people writing books. There
will now, very much the same type of person.
There were a lot of people who still were.
Charles Johnson, I think, was then when I came.
I know the man. Johnson was from the Southern
and from. Some of the time I gave you very good.

So it wouldn't be a very good situation to say
there had been a complete change.

So, people looking for work. The last time
people were still there. There was much more
perhaps than before for some other reason.

Did you work during the same time period with all
these people?

Coggins: Indirectly, with many of them. Because of Joaquin Miller. His home on the "Hights" was a shrine for poets. I hadn't known Joaquin Miller well before then because I hadn't had many contacts with poetry.

Gilb: Of all this group you mentioned, who were your close friends? Were any of them in your inner circle of friends?

Coggins: I saw a great deal of Joaquin Miller and was with him a great deal of the time. He would come over and we'd have lunch together. I would go up to his place. Sometimes I'd stay overnight there in his mother's cabin. Through him I would meet other people like George Sterling, who came up there.

Gilb: What kind of a man was Sterling?

Coggins: He was a tragic figure. I wouldn't say he was running away from things, but the life he had to live wasn't the life he'd like. As you know, he finally committed suicide. The story was--I don't know if we should say these things or not. They don't hurt anybody's feelings.

Gilb: No.

Coggins: Well, the story was that somebody had given him a lot of liquor so he could entertain Mencken, who was coming to San Francisco. When Mencken arrived, Sterling had drunk up all the liquor. He was so

...the fact that ...
...the fact that ...
...the fact that ...

humiliated he couldn't face it.

Gilb: Did he commit suicide before or after Mencken arrived?

Coggins: Before he arrived.

Gilb: Oh, what a tragedy!

Coggins: He couldn't entertain him the way Mencken should be entertained.

Gilb: If you knew Sterling fairly well...

Coggins: I didn't know him very well. I don't think many people knew him very well. He was a shy person. The only times I saw him....I first met him with Upton Sinclair when Sinclair came to speak. A number of us had dinner together. He seemed to avoid attention. He rather followed Sinclair.

Gilb: What was Sinclair like?

Coggins: Sinclair was no blushing violet. He didn't try to hide under any bushel. He schemed for publicity, usually for things he believed in. But he didn't play himself down.

Sinclair and Sterling were extremes. The one shrunk from the world, the other challenged it. One time Sinclair was eating breakfast at the St. Francis and they charged him 25¢ for a shredded wheat biscuit. Protesting the bill, he got headlined and whole columns of newspaper publicity about what

1. *Staphylococcus aureus* (1000)

 

10/10/1964

 

14-00000

the item actually cost and what he had to pay for it. He liked to do that type of thing. In fact, I think I remember he got his start with a phoney discovery of a manuscript.

Gilb: Well, I got the impression that Joaquin Miller was somewhat of a poseur.

Coggins: Oh yes. But the thing that surprised me about a man like Joaquin Miller is how sensitive he could be about some things and yet do things that attract so much attention.

Gilb: What type of things was he sensitive about?

Coggins: For instance, one time we were going past the Bulletin to lunch just as Fremont Older was getting into his car. I said, "Here's Fremont." He didn't say anything. I thought he didn't hear me. Then he said, "You keep telling me Fremont Older is there. I don't want to see him. He said I was a drunken bum." Well, those things went pretty deep with him.

Gilb: He couldn't take criticism.

Coggins: Well, he wanted to be admirable. It hurt, I guess, because it was true. You can see that a man can be brutal and also sensitive. He can do cruel things or mean things and yet not want them done to him.

the same (usually) best and what he had to say for it.
He liked to do that type of thing. In fact, I
knew I remember he got his start with a company
elsewhere of a community.

Well, I got the impression that Joseph Miller
was somewhat of a man.

It was. And the thing that surprised me about a
man like Joseph Miller is how sensitive he could
be about some things and yet be things that showed
no such sensitivity.

What type of things was he sensitive about?
The business, one time he was going past the

Miller to find that as President of the was getting
into his car, I said, "Don't be nervous." He didn't

say anything. I thought he didn't want me. Then
he said, "You know, seeing as President of the is

there, I don't want to see him. He said I was a
human being. Well, those things were pretty deep

with him.
He couldn't take criticism.

Well, he wanted to be acceptable. In fact, I guess,
because it was true. You can see how a man can

be nervous and also sensitive. He can be afraid
things he never thinks and yet not want them from

his side.

Gilb: Was Joaquin Miller brutal at times?

Coggins: I don't know that brutal is the word. He wasn't a family man by nature and he didn't treat his family any too well. He practically ran away from his wife. He ran away from his daughter. She had to follow him out here. He had been through one or two affairs that were not very commendable. He was a natural masculine person. This I don't consider a 100% compliment.

Gilb: And among the other literary people, whom did you know quite well?

Coggins: We knew Edwin Markham quite well because he stayed with us several times when he was in California, a week or two at a time.

Gilb: He'd already been made famous?

Coggins: Oh yes, he was famous. He was in New York but he came out here for the 1915 World's Fair and twice after that.

Gilb: Could you tell me something about him, what type of man he was?

Coggins: A happy outgoing person, delighted with his audiences and his fame. Joaquin, on the other hand, was a showeff but not outgoing.

Gail: Was Joseph Miller married at that time?
 Gail: I don't know what time it is now. He was a
 a really man of nature and he didn't know his
 family very well. He probably was very poor
 his wife. He was away from his daughter. She had
 no father and mother. He had been through two
 or three affairs that were not very successful. He
 was a married man at that time. This I don't
 consider a good example.
 Gail: And among the other literary people, when did you
 know him well?
 Gail: He was very famous and he was very famous in
 with a number of times when he was in California,
 a week or two at a time.
 Gail: He's always been very famous.
 Gail: Of course he was famous. He was in New York and
 was very famous for his wife's life and was
 after that.
 Gail: Could you tell me something about that time?
 of him he was?
 Gail: A very interesting person. He lived with his
 relatives and his wife. Joseph, on the other hand,
 was a somewhat not very good.

Gilb: I understand the difference.

Coggins: But Markham was more natural, very acute in some ways. He was very forgetful. We hunted all over town one time for a pair of trousers that he was wearing and which because of his frock coat we did not see until we all sat down to think over the situation (laughter). He'd stayed downtown at somebody's house after giving a lecture. Then he came to our house and he was to speak somewhere and he wanted to wear those trousers. He'd visited the Bashfords and he just couldn't tell where he'd left them, maybe downtown at Miss Potter's. He went there--no trousers. We went over to the Bashfords' and they weren't there. We came home frustrated and sat down to rest and think over the next move. As he sat on the couch, his coat fell open and here were the trousers he was looking for.

Another time we were eating our supper and the phone rang and I went to answer it. It was Mrs. Rieber, wife of Dean Rieber of the University of California. "The guests are all here and we've been an hour waiting for Mr. Markham," she said. Mr. Markham had just about finished his dinner

I understand the difference.

But perhaps we have not yet reached the point where we can

say, as you suggested, that we have reached the point where we can

say that we have reached the point where we can say that we have

reached the point where we can say that we have reached the point where we can

say that we have reached the point where we can say that we have

reached the point where we can say that we have reached the point where we can

say that we have reached the point where we can say that we have

reached the point where we can say that we have reached the point where we can

say that we have reached the point where we can say that we have

reached the point where we can say that we have reached the point where we can

say that we have reached the point where we can say that we have

reached the point where we can say that we have reached the point where we can

say that we have reached the point where we can say that we have

reached the point where we can say that we have reached the point where we can

say that we have reached the point where we can say that we have

reached the point where we can say that we have reached the point where we can

say that we have reached the point where we can say that we have

reached the point where we can say that we have reached the point where we can

say that we have reached the point where we can say that we have

reached the point where we can say that we have reached the point where we can

say that we have reached the point where we can say that we have

reached the point where we can say that we have reached the point where we can

with us. But he sensed something of the call. He said, "You'd better let me talk to her." At the phone he said soothingly, "Mrs. Rieber, I don't want you to think I forgot about your invitation. I told my secretary to remind me and he forgot it." Well, we hustled him over there in time to save the day, or at least the evening.

He was pretty foxy. A person he didn't recognize at all would come to him and say, "Oh, Mr. Markham, I'm Mrs. So-and-so and I met you at Mrs. Such-and-such's house. I know you don't remember me." Markham would look straight at her as if he hadn't heard. "Wait a minute," he'd say. "I remember now. I met you at Mrs. Such-and-such's house and your name is--let me think--Mrs. So-and-So." And he'd repeat her own words. She'd go away saying, "What a wonderful memory he has!" This he worked over and over again.

Gilb: Did you know Ina Coolbrith?

Coggins: Just slightly. I knew her only through Joaquin. I didn't see very much of her. I didn't pursue the poets at all. In the first place, she was published already and she didn't have anything to publish. I don't know whether she was friendly

with our house or not. She never came in to see us, I know that.

Gilb: Did you know Gertrude Atherton?

Coggins: Just met her. I didn't know her at all. The most vivid thing I got off her was something that Joseph Henry Jackson told me. She invited Jackson to dinner on her birthday. It happened that just before dinnertime one of the book salesmen came in with a bottle of wine and hung around and talked and talked and talked. He hadn't been invited. It was long after dinnertime. As a last resort she invited him to dinner. In a good carrying whisper she confided to Jackson, "There wasn't a damn thing else I could do."

Gilb: An outspoken type.

Coggins: Yes.

Gilb: You didn't know Jack London.

Coggins: No, I didn't make an effort to meet him. I'm really sorry I didn't, because I could have gone up there with George Wharton James or John Barry; either of them knew him well.

Gilb: What kind of man was Barry?

Coggins: Well, Barry was an institution here. He was a Harvard man, a pupil of William James. He knew so

with our house on the hill. The house was in the air,
I know that.

Bill: Did you know George's situation?

George: That was not it. I don't know what it is. The house

was not there. I don't know what it is. The house

was not there. I don't know what it is. The house

was not there. I don't know what it is. The house

was not there. I don't know what it is. The house

was not there. I don't know what it is. The house

was not there. I don't know what it is. The house

was not there. I don't know what it is. The house

was not there. I don't know what it is. The house

was not there. I don't know what it is. The house

also I don't know.

Bill: An important thing.

George: Yes.

Bill: The house is not there.

George: No, I don't know. I don't know what it is. The house

was not there. I don't know what it is. The house

was not there. I don't know what it is. The house

was not there. I don't know what it is. The house

Bill: That was not it.

George: Well, George was not there. I don't know what it is.

George: That was not it. I don't know what it is. The house

very many people. At one time he was dramatic editor for Harper's Weekly. Then he came to the Coast and Fremont Older took him up, rather to my surprise because John was more of a literary man than a newsman. He wrote a very thoughtful column and I was surprised that it took so well. He'd pick a small subject and make it into a literary cameo. He was a master of simple expression. I doubt if he ever wrote a sentence that wasn't clear. One time I asked Older, "How did you know that a column like John Barry's would take? I think a lot of editors wouldn't have taken it. They would have thought it was just too high-grade." Older seemed pleased by my question. But he waved off the implied compliment with, "Oh, anybody who keeps writing every day for a length of time will get a following."

Gilb: What did you think of Fremont Older?

Coggins: I have always felt very grateful to him, although I had no chance to be close to him. He was interesting. He was a go-getter, a fighter. He wouldn't have much patience, for instance, with the Socialist Party or running for office with no hope of being elected. He'd feel that was not

very many things. At the time we had

written the Harvard Study. There we were in the

class and Professor Gifford from his office, looking at my

manuscript in regard to the work of a laboratory and

then a decision. He made a very thoughtful decision

and I was surprised that it was as well. But

with a small adjustment and some it was a laboratory

course. He was a student of algebra and statistics.

about it he was very much interested and would like to

see that I would like, "Then did you know that"

before this with Gifford's work I think a lot

of things which I have read it. They would have

known it was that the "Harvard Study". I have

known it at the time. But he was not at the

time of the "Harvard Study". "Oh, certainly the study

which was the study of the study of the study"

Following.

What did you think of Professor Gifford?

I have always felt very much interested in him, especially

I had no chance to be close to him. He was

interested. He was a very good man, a student. He

wasn't a very good man, but he was a very good man.

The Gifford Study is a study of the study of the study

of the study of the study. It is a study of the study

getting anywhere. But during the first World War--my brother was a conscientious objector--Older made it easier for us and all the conscientious objectors. He was sympathetic, which meant a lot. His office was about the only place where we were accepted at the time. I knew him through John Barry and got invited to his birthday parties. Some of them were very interesting. I admired lots of the things he did and his courage.

Gilb: How closely did you know Barry?

Coggins: Well, I used to have lunch with him once a week for years.

Gilb: Just because you were friends?

Coggins: Because we were friends and we were interested and our viewpoint was the same. He believed very much as I did, and we were in sympathy.

Gilb: Socialism, for instance?

Coggins: Yes, although he was never a member of the Party, but he defended its viewpoints rather subtly and very carefully. He was an anti-war man. All the way through the war he was never reconciled to the war. He was anti-capital-punishment; when the law was being considered, he went out and campaigned for it. He was a very civilized person. As I said

getting anywhere. The thing the first thing was—
my husband was a conscientious objector—didn't make
it better for me and all the conscientious
objectors. He was conscientious, even when I was.
His office was about the only place where we were
respected at the time. I know the people there better
and was invited to his private parties. Some of
them were very interesting. I finished last of the
series in the end of the series.

Olivia: How about the first thing?
Gladys: Well, I used to have lunch at the home of some of
them.

Olivia: That because you were friends?
Gladys: Because we were friends and we were interested in
the development of the work. He helped very much
as I did, and we were in agreement.

Olivia: Excuse me, for instance?
Gladys: Yes, because he was doing a number of things,
and he believed in the development of the work and
very carefully. He was an anti-war man. All the
way through the war he was never permitted to
the war. He was anti-war, anti-war, anti-war;
he was being educated. He was not and was not
for it. He was a very educated person. In I was

before, I think he was a master craftsman. He was not a success as a novelist. Perhaps he lacked imagination. And I don't think he realized it. He made several attempts at writing plays, too. I think as an essayist he was best.

Gilb: What did he look like?

Coggins: You might have taken him for an Englishman. He--do you remember the English actor Aubrey Smith? Well, John looked like a smaller edition of Aubrey Smith.

Gilb: Correct me if I'm wrong. I think of Aubrey Smith as having a handle-bar mustache and a sort of reddish complexion and heavy eyebrows.

Coggins: Yes. John was--Aubrey Smith was sort of an enlarged caricature of John.

Gilb: Well, both of them then must have been a caricature of a certain type of Englishman? The God and Empire type of Englishman?

Coggins: Although John was Irish. Apparently the Barrys originally came from one of the towns across from England--in France. But John's father came from Ireland. John was born a Catholic and grew away from it, although he retained lots of Catholic friends and he used to be invited to the Archbishop's

Before, I think he was a great person. He was
not a person at a school. Through he lived
in the city. And I think he was a great person.
He was a great person. He was a great person.
He was a great person. He was a great person.

1010

Two of the most famous of the world's great
men were the Greek and the Roman. They
were the most famous of the world's great
men. They were the most famous of the world's great
men. They were the most famous of the world's great
men.

1020

He was a great person. He was a great person.
He was a great person. He was a great person.
He was a great person. He was a great person.
He was a great person. He was a great person.

1030

He was a great person. He was a great person.
He was a great person. He was a great person.
He was a great person. He was a great person.
He was a great person. He was a great person.

1040

He was a great person. He was a great person.
He was a great person. He was a great person.
He was a great person. He was a great person.
He was a great person. He was a great person.
He was a great person. He was a great person.
He was a great person. He was a great person.

1050

house. He told about the Archbishop being very tactful. The other guests would kiss his ring. He didn't embarrass John.

Gilb: Because he was no longer Catholic.

Coggins: Yes. I presume so.

John used to stay at our house--he'd come over sometimes. Once I had a debate with General David Barrows--while he was President of the University of California. The Unitarian Church wanted someone to speak against war. Somebody told them to get me. John came and wrote it up at some length. He made two or three articles out of it. Gave him a chance to get in a lot of his own views on it too. But it didn't stop the war.

Gilb: Were his views shared by Fremont Older?

Coggins: As I said before, I don't think Fremont Older could accept Socialism. He was an individualist of pioneer background. He had to have a lot of freedom for himself. But he recognized the foolishness of war, and he defended the objectors to war and a lot of people who needed defending. He stuck his neck out. Hearst probably kept him because he was profitable. He was successful.

He knew a lot of people he disagreed with, but they respected him. He got advertising.

Gilb: He did not alienate the advertisers?

Coggins: No, apparently not.

Gilb: That's interesting.

Coggins: He was so dynamic and yet kind that he carried people with him. He could get people to help others.

Gilb: I wonder if as an editor he tried to censor the views of people like Barry.

Coggins: No, he didn't. But Hearst would have. Hearst finally forced him to let Barry go.

Gilb: Oh, why was that?

Coggins: Hearst didn't like that kind of stuff.

Gilb: Didn't feel it sold well?

Coggins: Just was hostile to it. In the first place, he was a warrior; he wanted us to conquer the Japanese and the Mexicans, where he had his mining. Probably Fremont kept Barry longer than Hearst wanted him to.

Gilb: You said John Barry was an institution. Does that mean that he had many, many friends?

Coggins: Yes. I saw the letter that Older wrote him when he finally had to let him go. And he didn't know where to go then or where to try. He had an offer from the Oakland Tribune and an offer from the News.

THE NATIONAL SYSTEM AND AN OTHER FROM THE

of the same in the. He had no other from

thinking and so far as he. And he didn't know what

Constance. Yes. I saw the father and mother when he

was that he was very much pleased.

She said that Harry was so delighted. That was

because he had just found out that Harry was so

the National, where he had his mind. Especially

a system, he worked on the system the National and

last was known to be. In the first place, he was

His. His's feel is very well.

Constance. Harry didn't like that at all.

Oliver. Oh, why was that?

Constance. Finally found him in the Harry's.

Constance. So, he didn't. And Harry would never. Harry

vision of people like Harry.

Oliver. I wonder if he is really as kind as people like

people like him. He would not really be like others.

Constance. He was as different and yet kind as people

Oliver. That's interesting.

Constance. No, apparently not.

Oliver. He did not always see everything

recovered him. He was everything.

He has a lot of people in it except with, but that

And we talked it over and Joe O'Connor thought he ought to go to the Tribune and I thought he should go to the News.

Gilb: I should think that the News would be more sympathetic.

Coggins: I advised him to go to the News. I felt he wouldn't last very long on the Tribune, not in those days, anyhow. I knew that old man Scripps had been a tremendous liberal force. He wasn't alive at the time, but there was still a hangover from the old attitude.

Gilb: The News has been a strong pro-Labor paper for a long time.

Coggins: Under Howard it became rather conservative. Howard, I believe, wanted to be Ambassador to England. He was fishing for that for quite awhile, but he didn't get it. But they let Barry write anything he wanted for the balance of his life.

Gilb: Did he retain his following in the latter part of his life?

Coggins: The News said that he brought 4,000 new readers over with him when he came. That was very impressive, because a lot of his readers probably were already

• *Chlamydomonas reinhardtii*

• 1997年12月12日

Months ago, I had a vision about my future.

taking the News too, and would have come over if they hadn't been reading the News already. We always read the News and the Bulletin at the same time.

Gilb: You said that he had many friends. Was he active in organizations?

Coggins: Not so much in formal organizations, but everybody liked to invite him to their homes. He was interesting, and also his visiting made copy for him. I mean he would pick little, overlooked subjects. I have an article he wrote about my first wife. It's called "Advice is Cheap." She was a house builder. She had started as an art student and took up designing sofa cushions. They sold so well they had to be lithographed, and she rested from that business and built a house and sold it before it was finished. She went on building. She was talking to John one time. He asked her how she accomplished things. She said, "Well, I always went to people who were successful and asked them. I found that instead of feeling competitive, people liked to tell you how they succeeded." She'd go right to another contractor or painter and ask him,

before the long day, and would have been over it

that had been waiting for him since. He

always used the word and the relation of the

same time.

You said that he had many friends. Was he popular

in organization?

Yes, he was in every organization, but especially

liked to have his own house. He was

interested, and also his friends were not too

high. I mean he would like this, sometimes

sometimes. I know an article he wrote about my time

life. It's called "History in History." He was a

great writer. He had started as an art student

and took up writing with passion. They said

he will stay and be well known, and he would

from his friends and his house and his life

before it was finished. He was on his feet. He

was rising in the air. He was not for the

acknowledged reason. He said, "Well, I always

went to people who were interested in art and

I found that I liked to be in the middle, people

liked to tell me what was happening. I was

right in the middle of it. He was not for the

Oliver

Charles

and he'd be glad to tell her. They enjoyed being a part of her success.

Gilb: Sure. Liked showing off what they knew.

Coggins: Yes. The psychology of a woman making a man think he's smart. But I don't think she thought it out that way.

John made many articles that way. I will always remember one sentence of his: "Sometimes God gives us what we deserve by letting us have what we want."

Gilb: You say he was interesting. Did he lead an active life, aside from being a writer, that made him interesting? or was he just a good raconteur?

Coggins: Well, he was on the Ford Peace Ship, among other things. And of course he had a lot to tell about that. He'd go to Honolulu or someplace. While there he would write a series of articles and also come back with a lot of copy for the future.

Gilb: A lively observer. And interested in everything.

Coggins: No, not in everything. Anything to do with people. He wasn't interested in scenery or nature. You could take him up to Yosemite and he'd continue talking about some actor or writer while we faced

and not be able to tell her. The 7 enjoyed before

a part of her history.

But, I had thought out what they mean,

But, the possibility of a woman being a man's

life's enemy. But I don't think she knows it yet.

That way.

I had been very certain that way. I will

first remember the words of that "Hundred

and give me just as much as I have to give

what is yours?

But you are not listening. Oh, I am not an active

life, but I am a woman, and I am not

listening to you. I am not a good woman.

Well, he was in the first place with me, and

things, and he was not a man, and I am not

him. But I am not listening to you, and I am

not listening to you. I am not listening to you.

Some people will not say the same.

A lively woman. The woman is everywhere.

So, she is everywhere. I am not listening to you.

He is not listening to me. He is not listening to me.

And he is not listening to me. He is not listening to me.

And he is not listening to me. He is not listening to me.

a three-thousand-foot waterfall. It wouldn't even divert him. You could bring him over the top of one of the mountains with a thrilling view and never know that he saw it.

Gilb: Do you think his writing style was influential upon any other writers around here?

Coggins: I'm not sure, because a lot of people didn't appreciate that kind of writing. They said it was colorless. He didn't admit that, but it was always clear. He admired the French writers. Possibly that was one of the things that influenced him.

Gilb: Which ones?

Coggins: I can't think of the ones he used to refer to.

Gilb: Flaubert?

Coggins: Probably. The ones who wrote so simply. I don't know much about the French writers, but I presume they wrote more directly than we did.

Gilb: Did you know Peter Kyne?

Coggins: Yes, I knew Peter Kyne.

Gilb: Tell me something about him.

Coggins: Well, I met him through Mr. Lorimer. Mr. Lorimer used to come to California every year to beat the bush for new writers.

It wasn't even
directly. You could bring it over the top of
the hill and see it with a telescope. And
never knew that he was it.

Slip: He was with the British Navy and the Americans

from the very beginning.

Captain: I'm not sure, because a lot of people didn't

approve of him at first. They said he

was a traitor. He didn't want to go, but he was

always there. He stayed in the room with

him. And he was with him all the time.

Slip:

Slip: When he was

Captain: I don't think he was in the room at all.

Slip: I think so.

Captain: Probably. The man was not so stupid. I don't

know much about the whole thing, but I know

that there was a lot of trouble.

Slip: Did you know what happened?

Captain: Yes, I know what happened.

Slip: Tell me something about it.

Captain: Well, I was with him for a long time. He was

used to come to the office every day to see the

man for his work.

Gilb: Who was Lorimer?

Coggins: He was the founder of the Saturday Evening Post.

He was the editor who built it, made it what it was and is. I had known him slightly in Philadelphia. He invited me over to the St. Francis for cocktails. He introduced me to a new young writer, Peter Kyne, who, he said, was going to be a good writer. That was the first I met him. Peter Kyne lived in Berkeley. I used to meet him on the street and once in awhile we had lunch together. He told me about things he was writing and about people.

But he'd grown up in the country down near Half Moon Bay and wanted to be a writer. He did write and he was very successful. He was one of the big money makers.

Gilb: He did make a lot of money?

Coggins: Oh yes.

Gilb: What sort of things did he write?

Coggins: Well, sea stories and his Cappy Rick series ran through the Post. It was published in book form. Then he wrote the Valley of the Giants, which was afterwards a moving picture. Later, I think, he went down to Hollywood and worked for the moving picture companies. After a few years he apparently

Glenn

Who was last?

Glenn

He was the chairman of the Business Development Team.

He was the chair of the Business Development Team.

He was the chair of the Business Development Team.

He invited us over to the Business Development Team.

He introduced us to a very young man, Peter, who

was, he said, was going to be a good worker. The

was the first I met him. Peter lives in

London. I used to meet him on the street and

used to smile at him when he passed. He said he

was a student at the Business Development Team.

He said he was in the Business Development Team.

He said he was in the Business Development Team.

He said he was in the Business Development Team.

He said he was in the Business Development Team.

He said he was in the Business Development Team.

He said he was in the Business Development Team.

Glenn

Glenn

He said he was in the Business Development Team.

Glenn

He said he was in the Business Development Team.

Glenn

He said he was in the Business Development Team.

He said he was in the Business Development Team.

He said he was in the Business Development Team.

He said he was in the Business Development Team.

He said he was in the Business Development Team.

He said he was in the Business Development Team.

had some kind of difference with them, gave it up and came home.

Gilb: Were there any other writers of that period with whom you were especially intimate that we haven't mentioned?

Coggins: There weren't many novelists here in that period. Mostly poets.

Gilb: Did you know Charles Norris?

Coggins: No. Met him, but I didn't know him. They were in New York a great deal, he and Kathleen Norris.

Herman Whittaker I knew pretty well. He wrote The Settler and The Planter, stories of Mexico. He went into Mexico and pioneered the atmosphere and life down there.

Stewart Edward White was here for awhile and lived out on the Peninsula. But offhand, I couldn't make you a list of novelists like I could of poets.

Gilb: You didn't get into the Carmel group at all?

Coggins: No. I don't know who was there at the time, mostly short story people, if they were there. Jimmy Hopper was one. Sinclair lived there for awhile.

Gilb: Wasn't Sinclair Lewis there for awhile?

Coggins: Sinclair Lewis, yes. He was a friend of Upton Sinclair, you know. I don't know if he was kind of a protege or not, but Upton Sinclair organized

had some kind of difference with you, were it so

and some more.

Were there any other matters in that matter with

you, you were especially involved that we have to

investigate?

There wasn't any investigation done in that matter.

Really, yes.

Did you have anything further?

No, but I think I have. They were in

the town a great deal, we had a great deal.

Between ourselves I know pretty well, the more

the better and the better, which is better.

We have into them and observed the movement

and like some things.

Don't forget that we have the whole lot

lived out in the country, we observed, I could

have you a list of individuals like a kind of book.

You didn't say that the group was all

No, I didn't know and was there at the time, mostly

about every body, it was very small. They were

very few, I don't know those few people.

What's the situation there for you?

That's better, yes. It was a kind of group

themselves, you know. I don't know if he was

of a purpose or not, but I don't know anything

Hellicon Hall, an organization in the east years before, where radicals lived together. Sinclair Lewis, I think, was the kid in the group.

In Carmel, too, the author of Ruggles of Red Gap, Harry Leon Wilson, was living at that time. He was one of our best humorists.

I remember, too, at the time Peter Kyne and Mr. Lorimer were together, Irving Cobb had just begun to become important. Kyne admired his work and he asked about him. "What kind of a looking fellow is Cobb?" Lorimer laughed and said, "He's just a big, fat slob."

Gilb: That's dismissing him rather abruptly.

Who were some of the outstanding literary critics here at that time?

Coggins: Well, the best known book reviewer, if that's what you mean, was George Hammond Fitch of the Chronicle. It was pretty well toward the end of his life when I came to California, and he had a reputation up and down the coast, and people would refer to him. Not many years later, Joseph Henry Jackson came out from the East and he worked, I think, first for the Sunset magazine and later ably filled Mr. Fitch's

William Hall, an agent in the east coast
before, about 1880, lived in the
house, I think, was the old one.

In 1880, too, the widow of James H. Hall,
Henry John Hall, was living at that time. He was
one of our best men.

I remember, too, at the time when the
the business was going on, James H. Hall was
going to the east coast. I was with him
and he was very kind. I was with him
when he was in the house. I was with him
when he was in the house. I was with him
when he was in the house.

When I was in the house, I was with him
when he was in the house. I was with him
when he was in the house. I was with him
when he was in the house.

William Hall, the best man in the east coast,
the man, was Henry John Hall at the time.
It was very well known to all the men
I was in California, and he was a very
and was the best, the best, the best
for many years. I was with him when he
from the east coast, I think, lived in the
house, I think, was the old one.

place on the Chronicle. He carried on the tradition that Mr. Fitch had already established and became even much better known. Of course it was a different age; there was much more communication than in Mr. Fitch's day.

Gilb: Was Fitch a caustic critic?

Coggins: Not that I recall--I didn't know him very well, but he seemed a kindly person. I think people felt that he was honest and serious.

Gilb: Did you make an effort to get the books that you were publishing reviewed by him?

Coggins: You didn't have to make an effort because Californians were rather patriotic. Anything published in California was treated with consideration.

Gilb: I see. And local critics didn't attack your books.

Coggins: No, never did. The only criticism I ever had--one time I wrote a letter to Porter Garnett, one of the literary figures of the Bohemian Club--he was back East at the time. I wanted him to write a book on "California literature." He sort of slapped my wrists. He didn't recognize any such thing as California literature. Literature was universal. He resented this local pride.

placed on the California. The reason for this
was that this ship already contained many persons
and was under heavy guard. It was a
difficult task to get these men into the
ship in the first place.

Q: Did you

see this man when you

arrived at the ship? Did you see him there?

He seemed a little nervous. I don't recall

that he was nervous and

Q: Did you see him when you were on the ship?

Yes, he was standing near the

Q: Did you see him when you were on the ship?

California when you were on the

California in California and he was with the

man.

Q: Did you

I saw him when I was on the ship. I saw him

Q: Did you

see him when you were on the ship? I saw him

when I was a member of the ship. I saw him

the ship. I saw him when I was on the ship.

They sent me to the ship. I went to the ship

from the California. I saw him when I was on the

of the ship. I saw him when I was on the ship.

California. I saw him when I was on the ship.

He seemed like a good

SOCIALIST PARTY IN BERKELEY

Socialist City Government

Gilb: It was during this time that you were changing over from being a Democrat to being a Socialist, wasn't it?

Coggins: Yes, when I moved into Berkeley. Berkeley had just had an election and elected a mayor and two councilmen and a school board member who were Socialists.

Gilb: Who was the mayor?

Coggins: Stitt Wilson. It was a far more interesting movement than the other movements. I was rather grateful that I learned as much about economics as I did. I've always thought it has been a good thing for me.

Gilb: What kind of fellow was Stitt Wilson?

Coggins: He would have been a great actor. He had dramatic power. He was the best campaigner for the Party that I ever knew. To win over new converts. In a way he was trained for the work. He was a minister. He could sway people and also raise money from them.

Gilb: Do you think he was a good mayor?

Coggins: Well, as I look back on him now I don't think of him as a good executive. In the first place, that was not really what interested him. He was interested

COLLIERIES NORTH IS HONORARY

COLLIERIES NORTH IS HONORARY

- It was during this time that you were standing near
 Then being a gentleman to bring a gentleman, wasn't it?
 Yes, when I moved into London, London and then
 had an election and elected a mayor and then
 something and a school from London and then
 something.
- Yes, was the mayor
 Yes, it was a very interesting experience
 from the other side. I was rather surprised
 that I found it was more or less the same as I did.
 I've always thought it has been a good thing for me.
 What kind of action was that about?
- Yes, he would have been a great action. He was a gentleman
 and he was the best candidate for the party
 that I ever knew. He was over the counter. In a
 way he was trained for the work. He was a gentleman.
 He could keep people and also value money from them.
 He was a good man and a good man.
- Yes, he was a good man and a good man.
 Well, as I told you in his case I found that he
 him as a good candidate. In the first place, that
 was not really well represented. He was a gentleman.

in speaking and moving people and being before the people. He wasn't interested in the details. He was not very closely related to business and a mayor's job was a business job. His interest was in promoting Socialism.

Gilb: Did you start joining a regular Socialist organization?

Coggins: Yes, my wife and I joined the Socialist Party about 1910.

Gilb: Were there many Socialists in Berkeley at that time? When you went to party meetings were there numbers of people there?

Coggins: I don't remember just what our party registration was, but our vote would have been perhaps one-third of the city's vote.

Gilb: That was large.

Coggins: And then we gained the disgruntled people besides them, enough to carry the city. Twice we did it. They started to recall the Socialists, you know, soon after they were in office and we won the recall.

Gilb: Did you take a very active part in that?

Coggins: I was quite active in that, yes. I did some of the work that perhaps helped us in quite a way.

in working and moving people and being before the
people. He wasn't interested in the details. He
was not very directly related to business and
person's life was a business job. His interest was
in working people.

Bill: His first thing I noticed a regular business man-
thing

Corbin: Yes, my wife and I joined the business first
about 1910.

Bill: Now these men business in the way of that
thing that was not in early business was that
method of people's work?

Corbin: I don't remember that was not early business
was, but our work was not early business and that
of the early work.

Bill: That was early.

Corbin: And then we joined the business and people's
thing, which is early the first. When we did it,
they started to build the business, you know,
room after they were in order and we were in
order.

Bill: The first was a very early time in 1910.

Corbin: I was early before in that time. I did not
the very first business which was in 1910.

The excuse for the recall was that the Socialists wanted a new superintendent of schools. But the incumbent didn't want to get out. He was the center of this recall movement. As I remember, I drew up a petition asking him to resign to save the useless expense of an election. We got enough signatures to show him that he was beaten.

Gilb: If the Socialist Party was this strong, did they make any substantial changes in the nature...

Coggins: Well, we were the first people to put in an ambulance. Before that they used to get the grocery wagon to take people to the hospital. It installed a system of signal lights around town so that the chief could signal policemen on their beats. August Vollmer was Chief; he worked out that plan with the administration. And they were economical. Wherever there's been a Socialist administration, it's usually done a good job because it is always on the spot.

For instance, Milwaukee and Bridgeport have had only Socialist mayors for generations. They get in and they have to do a good job. This generally gets recognized.

The reason for this is that the Socialists
wanted a new organization of workers. But the
International Union of Marine Workers, which was the
center of this social movement, is a minority.
I drew up a petition asking him to resign so that
the workers would be in a position to elect
another signatory to show him that we were Socialists.
It was Socialists Party was then elected, and they
made any substantial changes in the union...
Socialist Party, we were the first party to vote in the
elections. Before that time, we had the
property right in the house in the hospital. It
included a system of about 1000 - about 1000 in
fact the whole thing - all workers in the
house. August 1914 - the first time we were elected
that year with the Socialists. The first time
economically. Workers always have a Socialists
organization, it's usually some kind of
because it is always on the spot.
For instance, the Socialists and the workers have
had only Socialists among the signatories. They
are in and they have to do a good job. This
generally goes very well.

1914

1914

Gilb: Who were some of the leaders besides Stitt Wilson in the Socialist movement in Berkeley at that time?

Coggins: Herman I. Stern, who was the president of the school board; he was an ex-minister. There were no particularly well-known people. Job Harriman was well-known. He was in Los Angeles. Jack London had run in Oakland the election before and got a pretty large vote. But I don't recall any particularly well-known people in the movement. Really, the striking thing about it was the people who were not well-known.

Gilb: Perhaps I might ask you this question. What kind of people were Socialists? How would you describe them? The leaders among the Socialists, what was their background? Were they wealthy, middle-class, poor?

Coggins: No, they were not wealthy people. Many college people voted Socialist but they didn't make a point of saying so. I know that some of the Women's Civic League voted Socialist. Most people are sensitive about being marked as a Socialist.

Gilb: Well, what type of people were willing to be marked as Socialists?

Witt:

the very name of the Institute makes Witt think
in the Institute movement is something of that kind
between I think, and the possibility of the
school would be that an organization. There was
no possibility of a school. The school
was well-known. He was in the school. The school
had not in Germany the school better and not a
greatly larger rate. But I don't think any possibility
well-known people in the movement. Really, the
schooling thing there is not the same as now
and well-known.

Witt:

Perhaps I should ask you this question. What kind
of people were specialists? You would not describe
them. The Institute among the specialists, what was
their background? How they worked, middle-class,
poor?

Witt:

No, they were not really people. They were
people were specialists. You don't make a
point of saying so. I don't think of the
people's lives have been specialists. Most people
are specialists about being married or a specialist.
Well, what type of people were there in the
school as specialists?

Coggins: Some were labor people. But most of them were people that the system was rejecting, who knew they were being rejected. Middle class people who were not succeeding in capitalism.

Gilb: Would you count yourself among this number?

Coggins: I was a person who didn't like capitalism. I didn't like the things you had to do in capitalism and business and I didn't like the waste of people and materials. Fruit and vegetables were regularly being dumped in the Bay then to keep the price up. I was not embittered. Life had treated me pretty well, but that alone wasn't enough to justify the capitalist system.

Gilb: Did Debs ever come out here?

Coggins: Oh yes, practically every election. We held meetings for him lots of times. He came if you needed him. I think as a rule, though, that men like Stitt Wilson or Job Harriman don't like to have a bigger man come. That's natural enough. They want to be the lead. Debs would come out, especially on his own campaigns, and then he came out after the war when he got out of Atlanta. We filled the Civic Auditorium at a dollar a head,

Constance: How were father people. The kind of home here

people want the system was different, and when they

were being rejected, I think also people who were

not interested in anything.

Olin: What you mean yesterday morning's meeting?

Constance: I was a member of the committee. I think

that the other two had to be satisfied and

Constance and I think the matter of people was

important. With the committee was probably

being asked in fact they had to have the money up.

I was not satisfied. It had passed on paper

well, but that class would amount to justify the

financial system.

Olin: The other two had not said

Constance: Oh yes, probably every evening. He said

nothing for his part at least. He said if you

needed him, I would be a whole crowd, that was

the whole thing as far as I was concerned. I think so

have a dinner and some. That's what I wanted.

They would be the best. They would come out,

probably in the morning, and then he was

not alone the way that he had at Atlanta. He

liked the whole business as a whole a deal.

took in \$10,000 or \$11,000 that night. That was his last call out here, the last time I saw him. I told you about my last sight of him as I left his hotel--his head bent down at the top of the door to look out, calling to me, "You're a great soul." As I later learned, it was one of his common stock phrases.

Gilb: I'm afraid he called everyone a "great soul."

Coggins: But his tall figure bending down to look out was something I'll never forget.

Definition of Socialism

Gilb: At the time you joined the Socialist group here, what did you feel Socialism was? How would you define it?

Coggins: Common ownership and operation and democratic management of the things that we all need, and particularly things which serve most of the people.

Gilb: What you mean is that you would have national or state ownership of every industry which produced the essentials for human beings, such as food, clothing, housing, transportation.

There was a knock at the door. I went to see who it was. It was a man I had never seen before. He said he was a friend of mine. He said he had come to see me. He said he had come to see me. He said he had come to see me.

Coggins: Yes. Of course, the word "essentials" is not a fixed thing. Things become essential. For a long time everything would have to be pioneered by individuals where it wasn't practical to put them under one roof, and manufacture.

Gilb: And by democratic management, what do you mean?

Coggins: Well, I think democracy is the thing you'll get last of all.

Gilb: Economic democracy?

Coggins: I think we'll get different forms of Socialism. I think it's going to be a little bit like the lady who wanted to get married in the worst way-- she finally was! Married in the worst way. (laughter) And I think we'll get our Socialism in the worst way instead of the best way.

I have a friend who wrote a book on Socialism. He dedicated it to John D. Rockefeller and Eugene V. Debs, on the theory that both of them were pushing along the same lines to a certain extent, and that Mr. Rockefeller was demonstrating clearly the economies of the monopoly.

Gilb: This is interesting, because you have been a small businessman in many phases of your life, and yet your Socialist belief was in large organizations.

Original: Yes, of course, the first 'essential' is not a

fixed thing. Things become essential. For a

long time everything would have to be considered

by individuals where it would be possible to get

them under one body, the individual.

Original: And by domestic management, that is your point

Original: Well, I think domesticity is the thing which will

last of all.

Original: Domestic domesticity

Original: I think we'll not get beyond these of domesticity.

I think it's going to be a little bit like the

lady who wanted to get married in the worst way.

She finally went through in the worst way.

Original: And I think we'll not get beyond

in the worst way beyond of the worst way.

I have a friend who says a good deal about

He believed it to be the best of the world.

Edward V. Ross, on the theory that there is such

some people as the same thing is a matter

of course, and that the individual has something

about the individual at the moment.

Original: This is interesting, because you have been a

theoretical in your mind at first, and you

your theoretical belief was in the individual.

Coggins: Yes. I think the reason I'm a Socialist is because I dislike waste so much. And also I'm lazy. I think I like to see things done the easiest possible way, and when we see how many people are not only duplicating the same job but are trying to put each other out of business in the process, it's a tremendous waste.

Gilb: You think competition is wasteful?

Coggins: Yes.

Reaction to Johnson Progressives

Gilb: It was about the time that you came, that the Lincoln-Roosevelt League began, which grew into the Hiram Johnson Progressive movement. What was your reaction to that?

Coggins: In a way the Johnson campaign was rather inspiring. It seemed like a real battle. There were big forces clashing, and Hiram Johnson seemed a very heroic little figure. I mean he would campaign until he could hardly stand up. He'd be so angry at different people. They hated him thoroughly, the same thing that one had encountered many times, I think, with Theodore Roosevelt first.

 

THE UNIVERSITY OF CHICAGO LIBRARY

● 1000

The Socialist movement has always looked larger than it really is. The real Socialist corps is small. Around it are people who are sympathetic and who would be willing to go with it if it succeeded, but who fundamentally were more opportunistic and had to be. You should be economically independent to be a Socialist. One of our problems was labor. We were talking about a millenium and they were talking about better wages today. And there was always a conflict. Only where labor was strong and where we ran a member who was a union member did we get the advantage of labor support.

Now we had a union man running in Oakland, Mr. Booth, who was an old English Labor Party man...

Gilb: The Gompers type?

Coggins: Perhaps. And he scared them to death down there.

Gilb: Because he was more for business unionism than for fundamental changes.

Coggins: He himself was a Socialist. He knew the Socialist picture. But he had his big support because he was a labor man. He'd have gone as far as the local labor wanted and even further if he could.

The Socialist movement has always found
larger than is usually is. The very Socialist
policy is social. Labour is not merely a
expedient and has been so since its birth
in 1844. It is essentially a movement for
some representative and has to be. The Social
movement is independent to be a Socialist. The
of our problems are labour. We are looking for
a solution and the only one is the Socialist
policy. And there are always a conflict
This social labour has always been there and a
movement and a social movement is the only
advantage of labour movement.

There are two main lines of thought in Socialism.

1. Socialism is the only way to the future...

2. Socialism is the only way to the future...

3. Socialism is the only way to the future...

4. Socialism is the only way to the future...

5. Socialism is the only way to the future...

6. Socialism is the only way to the future...

7. Socialism is the only way to the future...

8. Socialism is the only way to the future...

9. Socialism is the only way to the future...

Gilb: I'd say fundamentally that the old corps of the labor movement was more conservative than the Socialists.

Coggins: I remember when Gompers fought the Old Age Security. He said that was un-American. He was really our opponent. He had been a Socialist. But you know these people. Socialism is slow-moving. You don't have to expect any results in your lifetime, and these people have other things to do. So when someone like Hiram Johnson would be elected with a fairly liberal battlecry, they felt this was a movement. The same with Woodrow Wilson.

Gilb: The Socialists backed both of those men?

Coggins: No. But some Socialists deserted to them.

Gilb: Oh, I see.

Coggins: I remember one of our members went to one of the meetings of Hiram Johnson. He said, "Up there on the platform was most of our party." Sitting on the chairs.

Gilb: That is a little paradoxical, because I feel that Johnson was really quite a conservative in many of his basic ideas.

01101

I'd say undoubtedly about the course of the
labor movement was more conservative than the
Socialists.

0000000

I remember when Eugene Toppin was in the
the late 1930s and 1940s. He was really very
vigorous. He was born a Socialist. But you know
these people. Socialism is also-much. You don't
have to agree. But people in your lifetime, and
these people have other things to do. So when
someone like him comes along he stands with a
large liberal majority, but this was a
movement. The same with Western Union.

01101

The Socialists played with it more than
the. But some Socialists showed up there.

0000000

01101

I remember one of our leaders went to one of the
meetings of the Western Union. He said, "We have an
the classed was one of our many." Sitting at
the table.

01101

That is a little interesting, because I feel that
Western was really just a small section in one of
the party lines.

Coggins: Johnson's strength, I think, came largely from the Catholic labor. I don't think he ever antagonized them willingly. And he was loyal to them and they were loyal to him.

Gilb: Why Catholic?

Coggins: Labor is Catholic in California. The Catholic Church has the working people, and the Catholic Church is backing unionism because it helps the working people. They were the ones that really swung the Johnson campaign success. Some of the higher-ups were hostile to Johnson. The mass groups were for him.

Gilb: Did you find many Catholic Socialists?

Coggins: A few, yes. And of course we used to kind of rib them a little about it and quote the Archbishop-- and they'd come back with a pretty good answer, "All higher-ups are conservative."

Gilb: Of course Archbishop Hanna had the reputation of being at least liberal.

Coggins: About like Johnson. I wouldn't be surprised if they were very closely related.

Gilb: How did you yourself feel? You said that many Socialists deserted to Johnson and then to Wilson. Were you enticed?

Coggins: No, I felt that the things they stood for were superficial.

Constance:

Johnnie's secretary, I think, some lady, from the
Catholic faith. I don't think he ever acknowledges
them willingly. And he was loyal to them and they
were loyal to him.

Olivia:

Very different

Constance:

There is Catholicism in California. The Catholics

themselves are the strongest power, and the Catholics

themselves are the strongest power. It is the

working people. They were the ones that will

bring the Catholic mission system. Some of the

highest were devoted to labor. The most famous

were the first.

Olivia:

But you think many Catholics are different

Constance:

A few, yes. And we know we have in mind of the

that a little more it has been the same thing

and they're even more with a great deal more.

"All things are possible."

Olivia:

Of course everything is possible and the possibility of

being at least fifteen.

Constance:

Some like Thomas. I don't think he was very

they were very strong indeed.

Olivia:

How did you know that? You said that they

had been known to Thomas and that he said.

What you said?

Constance:

Yes, I said that the things that were in the

unpublished.

Pacifism

- Gilb: Another social issue related to politics at this time was the issue of pacifism, because the question arose whether we should get into World War I. I take it that you were a pacifist. Were other members of the Socialist Party also like-minded?
- Coggins: The first World War, the Socialist Party was against the war.
- Gilb: How did the people here that you knew in this region--
- Coggins: There were a few that would break away, and that's how I happened to run for mayor. Stitt Wilson, who had been our mayor, had Canadian background. It was a strain on these people to see their mother country so involved, and he went over to the war and left the Party. And in order to hold it together, I was nominated. He ran again, but I took enough votes away from him to keep him from being elected.
- Gilb: Oh, you ran against him?
- Coggins: Yes.
- Gilb: And the reason is that he had deserted the pacifist principles?

Exhibit

- 10101: Another would have been to collect in 1911
that was the year of the first, because the question
posed whether the world was then World War I. I
think it was then a question. The other
members of the committee were also interested.
10102: The first was the first, the committee was
formed in 1911.
10103: The first was the first, the committee was
formed in 1911.
10104: There were a few more world wars, and that's
how I happened to get the name. Bill Williams,
who had been in the war, and I was interested.
It was a matter of time before to see their mother
opened in 1911, and we were not in the war
and I was the first. And in 1911, I was the first.
10105: I was interested. The first was the first.
Both enough to see that the first was the first.
10106: I was interested.
10107: I was interested.
10108: I was interested.
10109: I was interested.

Coggins: Yes. He had been the best peace orator we had.

Coggins: It was even worse in the Second World War. You see, the backbone of the war resistance in the first war had been the needle trade unions, Milwaukee Labor and people of that kind, who were European and were anti-war. When the second war came along, many of their relatives were being slaughtered, some former pacifists thought we should go over and fight. It was a touchy situation. You couldn't very well explain to a person that it would be better if his relatives were killed, maybe, that it was a question whether the people there get killed or whether our boys get killed. And I don't feel that's a decision that anyone really has the right to make.

Gilb: You mentioned this Jewish matter. Were the Socialists, the pacifists, in Berkeley at that time Jewish?

Coggins: Not so many, no.

Gilb: Mostly Protestant?

Coggins: I would say that if there was any predominant religious group, it was the Methodists. They had always taken, I think, what was an enlightened stand on labor matters. Some of those people had expected to be ministers.

Continued

Yes, he had seen the boat before and he had seen it in the same way.

Yes, the boat was in the same way.

First was the boat and then the boat.

Remember that the boat was in the same way.

Remember that the boat was in the same way.

Remember that the boat was in the same way.

Remember that the boat was in the same way.

Remember that the boat was in the same way.

Remember that the boat was in the same way.

Remember that the boat was in the same way.

Remember that the boat was in the same way.

Remember that the boat was in the same way.

Remember that the boat was in the same way.

Remember that the boat was in the same way.

Continued

Remember that the boat was in the same way.

Remember that the boat was in the same way.

Continued

Remember that the boat was in the same way.

Continued

Remember that the boat was in the same way.

Continued

Remember that the boat was in the same way.

Remember that the boat was in the same way.

Remember that the boat was in the same way.

Remember that the boat was in the same way.

Remember that the boat was in the same way.

Gilb: So it was a bourgeois, Protestant movement.

Coggins: Largely, yes. The Catholics did not line up in any official way.

Gilb: And not only you were pacifist but large numbers of Socialists were.

Coggins: The movement was pacifist. And the People's Council-- I guess you're not familiar with that.

Gilb: No. Would you explain it to me?

Coggins: When the war started, there was a very spontaneous movement starting in New York. Louis Lockner, who afterwards was the foreign correspondent, still is, and a group of people, and all of the California people, were up in arms about this war, and they called a convention in Minneapolis. They had within a very short time nearly two million signatures asking Wilson to keep out of the war. We went there. I was a delegate and went to Minneapolis. The mayor kept us from meeting. Then we went over to Chicago. William Hale Thompson, the mayor there, invited us there. And the Governor, on the other hand, wanted to clear us out and threatened us with the state militia. We held our meetings just the same, though. Lots of people were members. Dr. Jordan was a member. Senator

Manuscript accepted 12 May 2006

 

Works was a member. Leon Magnes, later President of the Hebrew University in Jerusalem, was one of our speakers. Scott Nearing was our Chairman. He was the hero of the time. He had just been put out of the Wharton School of Finance of the University of Pennsylvania because of his views, although the Wharton family retained him. It was their idea of a university, to have a controversy.

The People's Council was where we met most of the I.W.W.'s. They came to this convention. They were against the war, too.

Gilb: How strong did you feel that the pacifist feeling was here in the Bay Region?

Coggins: I think the country wanted to keep out of war, as a whole. But then they begin to use psychological pressure, you know, and if you have enough money you can sell it, just like you could merchandise. Scare people into it. I think it's true of most nations, that people don't want to get into war. Then the power begins to work on them and they do.

Gilb: I know that one of the things that was in the background of the bombing of the Preparedness Day Parade, which led to the celebrated Mooney case, was this anti-war feeling.

of the Hebrew University in Jerusalem, was one of
our speakers. He had been one of our
visitors at the time. He had just been one of
our visitors at the time of the University
of Pennsylvania's business at the time, although the
University had not been at the time. It was then that
a university, to have a conference.

The female's identity was never ascertained.

I think the committee wanted to keep out of war, as a
 whole, but now they seem to me particularly
 interested, and indeed, all of you have enough money
 you can call it, just like you could understand.
 Some people think it. I think it's time of money.
 National, but people don't want to put out any.
 They are going to keep on their own way in.
 I think that one of the things that we in the

Coggins: That was a war demonstration.

Gilb: Against which there had been an anti-war demonstration the day before.

Coggins: I think so. I forget the details, but I know I was rather shocked, watching that parade, just before that explosion, and here one of the men marching in the parade was an officer of one of the peace associations. He was an employee of the organization. You see, those guys are helpless. They are so dependent on capitalism for their jobs. This was a question that he couldn't afford to be unpopular.

Gilb: I think you mentioned that your brother was a conscientious objector. Did you do anything to support the conscientious objectors after we did get into the war?

Coggins: My brother-in-law was also a conscientious objector. We went to prison and visited them all and tried to get them out. I think Wilson's conscience hurt him and he had to take it out on the pacifists. After all, he went in as a peace man, and he was so vindictive to Debs. I have felt so kindly toward Harding. Wilson put Debs in--Harding let

Continued

That was a very interesting

Cliff

Against which there had been an official investigation

the day before.

Continued

I think so. I forget the details, but I know I

was rather excited, looking over my shoulder, just

before they exploded, and here now at the man

standing in the center was an officer of one of the

great organizations. He was an employee of the

organization. The next thing was the details.

They are so different in position for each other.

This was a question that he couldn't stand to be

unanswered.

Cliff

I think you would find that your answer was a

comprehensive answer. But you're looking to

know the important subjects within the

and into the way.

Continued

My brother-in-law was also a communications officer.

We went to Japan and visited them all and tried to

get them out. I think Wilson's connection with

him and he had to know it was on the ground.

After all, he went to the ground and, and he was

so reluctant to help. I have data on this.

Edward Nelson. Wilson was very interested in

him out without a guard. I think Debs and Harding had one thing in common. They were both kindly men. I guess they smoked together and had a good time. Wilson was sour.

Gilb: Did many of the Socialists after we got into the war continue to be against the war to the point where they would support conscientious objectors?

Coggins: Well, yes, all the way through, lots of people did. They had their meetings. When you realize how helpless you are, you're not so apt to meet or try anything, because you just see how futile it is. It was a losing battle. It wasn't only that; they didn't know what to do that would be effective. Just merely being against it didn't help much.

Gilb: I know conscientious objection is very often equated with Quakerism. And you have a Quaker background. Were you at the time of World War I out here in California a Quaker or connected with Quakers?

Coggins: No. I never had any close religious affiliation. When I was young I attended Sunday School because my folks--

Gilb: But I mean here in California?

Coggins: No.

Gilb: So this was just a matter of principle rather than a matter of religion.

him not without a quarrel. I think you are kidding
me. I think they would quarrel and had a good
time. Wilson was good.

Old man of the household after we got into the
the country in the summer. The house was in the
house. The house was in the house. The house was in the house.
The house was in the house. The house was in the house. The house was in the house.

They had their meeting. When you realize how
the house was in the house. The house was in the house. The house was in the house.
The house was in the house. The house was in the house. The house was in the house.

It was a little better. It was a little better. It was a little better.
The house was in the house. The house was in the house. The house was in the house.
The house was in the house. The house was in the house. The house was in the house.

I have sometimes objected to very often spoken
the house was in the house. The house was in the house. The house was in the house.
The house was in the house. The house was in the house. The house was in the house.

When I was young I was a little better. It was a little better. It was a little better.
The house was in the house. The house was in the house. The house was in the house.
The house was in the house. The house was in the house. The house was in the house.

So this was just a matter of personal taste. It was a matter of taste. It was a matter of taste.
The house was in the house. The house was in the house. The house was in the house.
The house was in the house. The house was in the house. The house was in the house.

Coggins: It seems to me to be just common sense. Who believes in killing? If you want to defend war as a theory, you might say that it was an emergency, you don't know what else to do, or you want to preserve your life, but to say that to go out and kill people is principle, it's pretty hard to defend from a theoretical standpoint, as an ethical belief.

Mooney Case

Gilb: Now we touched on the Tom Mooney case, and I gather that you were very sympathetic toward him and probably participated in drives to help him.

Coggins: Oh yes. We had big meetings for him and, as I said, my predecessor in the business I'm in now raised over \$100,000 for it.

Gilb: What was his name?

Coggins: W. D. Patterson.

Gilb: He was a Socialist?

Coggins: Yes, he'd been a member of the party.

Gilb: Raised \$100,000 personally?

Coggins: He drove an automobile around the country and held meetings. He used to tell-he had an Irish background himself. He said he'd get into Milwaukee or New York

Captain: It seems to me as if you should contact the
 believe in it. If you want to believe in it,
 as a theory, you should say that it was the
 for that time was due to it, and you would be
 preserve your life, but to say that it was the
 will require a miracle, it's a great deal to
 believe from a scientific standpoint, as an
 without belief.

Chapter 10

How he looked at the roomy table, and I asked
 that you were very responsible toward his son
 probably interested in what he said.
 Captain: He was. We saw his picture in the paper, and I
 said, my presence in the picture is in now
 related over \$100,000 for it.

What was his name?

Captain: J. D. Williams.

He was a capitalist?

Captain: Yes, he's been a member of the party.

He's got \$100,000 now?

Captain: He shows an interest in the money and said
 nothing. He said he had no idea of what happened
 himself. He said he had been told that he had

and raffle off a watch. Says if a man wanted to, they'd raffle it again. He said, "Don't talk to me about the kind-hearted Irish!"

Mooney was a very touchy subject for the Irish Catholics here because he was an Irish Catholic. And just like the Jewish people are sensitive to anything that reflects against their group--sort of made trouble for them.

Gilb: What did you do personally about the Mooney case?

Coggins:May have taken part in a meeting, given away a few ...

Gilb: Did you sustain your concern for him right on through to the end or did you become disgruntled?

Coggins: I don't ever remember being disgruntled, but when the Communists took over, we were a little more wary of it, because the Communists' idea was they would sacrifice Mooney or anyone else for a good cause. At least we had that feeling; I don't know how true it was. But we never felt that we could be sure of cooperating with them because they believed, in the first place, that our destruction was the most important thing that could happen to us.

Gilb: Destruction of the Socialists?

and

was the most important thing that would happen to
believed, in the first place, that our knowledge
is one of responsibility and that we must be

how true it was. But we never felt that we could
know. It seems we had that feeling. I don't know
would realize today or we can have for a good

very of it, because the Communists' idea was that
the Communists were right, we were a little more

I don't know whether it was discredited, but when
through to the end we did not become discredited.
But you must have been wrong for this time on

and ...

... they were taken part in a meeting, given away
there did you do personally about the money that

of which trouble for them.

anyway that collection money, their money--some
and that time the Russian people are sensitive to
Czechoslovakia were because he was an Italian Communist.

Money was a very heavy subject for the Italian

we about the kind-hearted thing!

they're better at giving. He said, "Don't talk to
and really say a word. He is a very simple man."

- Coggins: Yes. I mean they felt that we were sort of a bourgeois group that was interfering with evolution, just as we feel about the reforms.
- Gilb: And you felt that the Mooney defense was taken over by Communists.
- Coggins: Yes, we all felt that pretty soon it was taken over-- I forget--there was a girl out here who was supposed to represent it. I think we thought that she was working with the Communists. They'd kind of seize on any sore spot--
- Gilb: Did you know Mary Gallagher?
- Coggins: That's the one I mean.
- Gilb: You thought Mary Gallagher was a Communist sympathizer?
- Coggins: Maybe I shouldn't say that, because I don't know and if you link a person up with Communism you might make trouble for them. I don't know.
- Gilb: The fact that your group had this feeling is an important fact, whether or not it was true.
- Coggins: That is true; they did feel that way.

I.W.W.'s

- Gilb: Did you in your Socialist activities encounter leaders of the I.W.W.?

Comptroller: Yes, I want to say that we have not yet

received from the State the information which we need.

Just as we have, about the same.

Slide: And you will find the necessary information in the report

of the committee.

Comptroller: Yes, on all this point, we have not yet received

the report from the State, and a little more time is

needed to prepare it. I think we should state

the fact with the committee. They will

be able to say more.

Slide: And you have not yet received

Comptroller: That's all the I want.

Slide: The committee have not yet received

information.

Comptroller: Now, I should like to say that, because I don't know

and if you like a report up with the committee you

might want to see the report. I won't say.

Slide: The fact that your group has this feeling is an

important fact, whether or not it is true.

Comptroller: Yes, it is true that they feel that way.

1.0.0.0

Slide: And you in your position will be able to say

nothing of the 1.0.0.0

Coggins: I don't know whether they were leaders or not, but the I.W.W.'s felt more at home with us than with any other group. I think that of all the radical groups, the I.W.W. were the most popular. I mean, they really were out on the firing line, and they were kind of heroic. I think we all admired them.

Gilb: Did you give them financial support?

Coggins: Well, they never asked it. As far as I know. They weren't capitalized. They were working people who didn't care much whether they had good jobs or not. They were dedicated. Of course once in a while one of them got in a place where he made money to make change, but mostly they were living on the ragged edge and that was their life.

Gilb: They were adapted to it!

Coggins: They adjusted to it, and I think in a way they might have resented living differently if they had to change their habits.

Gilb: But you did give them moral support.

Coggins: Yes. We did help them on that Wheatland Hop riot. It was a bitter strike up in the hop country near Wheatland, and Austin Lewis, who was a member of the Socialist Party, defended them. I think they looked down on us.

Q. I am a very honest man and I am not a Jew, but

the Jew's kind of Jew is not a Jew at all.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Q. I am not a Jew, I am not a Jew, I am not a Jew.

Gilb: Why did they look down on you? Because you were bourgeois?

Coggins: Bourgeois and had an easier life. But they were tolerant of us and friendly. They weren't nearly as hard to deal with as the Communists later.

Communists

Gilb: I'd like to trace the relationship of your group with the Communists. The Communist movement began really with the Russian Revolution. Did your group follow--

Coggins: They split.

Gilb: Did they have a split in your group? As they did nationally?

Coggins: The professional Socialists went to the Communist movement. When I say professional, I don't mean that they were high-paid people, but the official group, the group who were more serious and perhaps giving their life more to it.

Gilb: Because it was showing more tangible results.

Coggins: Not only that, but of course--we were all--they were all disappointed at the breakdown of democratic processes during the war--free speech and all those things were practically blotted out.

Slip: Why did they just come in now? Because you were

harmless?

Cooper: Because you had no other life. But they were
relieved of it and instantly. They were a death
as they had died in the Communist line.

Continued

Slip: The line is about the responsibility of your group
with the Communists. The Communist movement began
with the Russian Revolution. Did you
group follow—

Cooper: They follow.

Slip: Did they have a split in your group? And they did
naturally.

Cooper: The professional revolutionists were in the Communist
movement. When I was professional, I don't mean
that they were high-class people, but they were
poor, the group was very poor and very poor
living their life now in it.

Slip: Because it was a matter of survival?

Cooper: Not only that, but it was a matter of survival. All
the circumstances of the movement of the
movement during the war—there were all these
things were naturally divided into.

Gilb: And yet all this was under Woodrow Wilson, whom Socialists had supported, and so you felt that--

Coggins: Now look, we never supported Wilson. We never did, but the group around us supported him, the people that visited, the people that would come into our meetings and who weren't in it but were in favor of it. They were the ones that--they perhaps hadn't formed their opinions as firmly as we had. They probably hadn't read--were more superficial in their knowledge of Socialism. They felt that this was it, you see. We always had people breaking away from us that way, even some of our old-time members.

Gilb: So you felt that democratic processes had been subverted by the Wilson regime during the war.

Coggins: Yes. In other words the action of the democracy had proved the Communists' contentions to a certain extent, that a democracy as we knew it would not function, that there would have to be violence.

Gilb: Did a very sizable number of local active Socialists become Communists at that time?

Coggins: The active ones did. The older ones were the ones who stayed in the Socialist Party.

Gilb: The older and less active?

Coggins: Yes. They were not ready to entangle with the law.

Gilb: Then that meant that the Communist Party sort of took the guts out of Socialism.

Coggins: I'm not sure. I think the New Deal set the Socialist Party back more than the Communists did.

Gilb: In fact, theoretically, the Socialists were not committed to that form of action, anyway.

Coggins: No. They hadn't been committed to it. I mean, of course--Jack London used to sign himself, "Yours for the Revolution," but he didn't start one. When the time came--

Gilb: Capitalist! (laughter) What was your feeling about Communism at that time? Did you feel any twinge of sympathy toward it?

Coggins: Oh yes, I did. I thought they had a good deal on their side, but I have never been sold on the effectiveness of violence and I have no ambition to be a hero. It was a dilemma. Wartime was not a good time for education; people are too emotional and economic problems are pushed aside. Wages are big.

Gilb: Did you protest actively the Criminal Syndicalism laws?

Coggins: Oh yes. Many conservative and liberal people opposed it vigorously. We used to have meetings in my store to fight it. The Communists were on

Miss: That was what they the Government they said to

look the girls and the children.

Boyd: I'm not sure. I think the law said and the

Boyd: I'm not sure. I think the law said and the

Miss: In fact, unfortunately, the Government was not

convinced in that form of action, anyway.

Boyd: So, that's what I'm assuming to be. I think, of

course, from London and to the United States.

For the Government, but he didn't want any.

From the time when—

Boyd: (Sighs) What was your feeling about

Government at that time? Did you feel any sense of

sympathy toward it?

Boyd: Oh yes, I did. I thought that was a good deal of

time ago, but I don't know how long in the

afternoon of the day and I have no memory of

it for a while. It was a little. I think that was

good time for the Government and the people.

and the whole thing was kind of like. When the

day.

Miss: Did you perhaps actively try to help the Government?

Never.

Boyd: Oh yes. That's what I'm saying.

because it's important. We need to have people

in my mind as right is. The Government was not

trial in Oakland. Although we were Socialists we still supported them, raised money for them.

Gilb: They didn't like you but you liked them.

Coggins: No. It wasn't a question of liking them. We felt that after all, they were part of us for a long while. We recognized their trial as a common cause. Later they made it harder to like them, I will say that.

Gilb: Yes. But at this time you raised money for them.

Coggins: Yes, we raised money. We held meetings. I remember one man used to come to our meetings all the way from Walnut Grove. He'd leave us at twelve o'clock at night, had to drive four or five hours to get home to his dairy. He had a big dairy up there.

Anita Whitney

Gilb: Did you support Anita Whitney?

Coggins: Yes, we did. She's awfully hard to support, though.

Gilb: Why?

Coggins: She always picked on me. She always tried to put me in a bad spot. I mean, if she had tickets to sell for some cause, she would prefer to embarrass me into buying two tickets instead of having me buy five by my own choice. (laughter) I think she

could be obtained, although no one could find it.

After searching for some time, I found it.

They had it for me, and I was very happy.

Q. Now, is there a question of time here, Mr. Jones?

A. Yes, sir, they were not at all for a long

time. The investigation had not been completed.

Q. Now, what was the result of the investigation?

A. It was very good.

Q. Now, what was the result of the investigation?

A. It was very good. The results were very good.

Q. Now, what was the result of the investigation?

A. It was very good. The results were very good.

Q. Now, what was the result of the investigation?

A. It was very good. The results were very good.

THE RESULTS

Q. Now, what was the result of the investigation?

A. It was very good. The results were very good.

Q. Now, what was the result of the investigation?

A. It was very good. The results were very good.

Q. Now, what was the result of the investigation?

A. It was very good. The results were very good.

Q. Now, what was the result of the investigation?

A. It was very good. The results were very good.

and some of the Communists were indignant that they should be persecuted and that some of us shouldn't be. I don't think that many of the young people understood the risk they were taking.

Gilb: John Francis Neylan was her defense attorney, on the appeal. Did you ever have any contact with him in connection with that case?

Coggins: I never did, no. Older was the one who--

Gilb: Persuaded Neylan to take the case.

Coggins: Yes. Neylan felt obligated to him. There was a much better man at the time.

Gilb: Who was that?

Coggins: Tom O'Connor. All of us who attended the trial were in a hostile group and everybody looked at us as if we were crackpots. The minute O'Connor got up to speak, he seemed to reverse the whole conduct of the trial. First he put the judge in a bad spot, and the latter stuttered and he couldn't pronounce his words. The court staff was on the defensive. O'Connor's confidence was contagious, and by the time the court adjourned for the day he had carried the whole audience with him. Then as luck would have it, in the midst of the case he got pneumonia and died. I never saw such a sudden change of

and went to the hospital and found that
should be postponed and that some of the children
for I don't think that many of the young people
understood the risk they were taking.

Q: Now, I think that the children who were
in the hospital were not taken away from their
parents. Did you ever have any contact with him in
connection with that case?

A: I never saw him. I never saw him and I never

thought of him in connection with the case.

Q: Now, I think that the children who were
in the hospital were not taken away from their

parents. Did you ever have any contact with him in

connection with that case?

A: I never saw him. I never saw him and I never

thought of him in connection with the case.

Q: Now, I think that the children who were
in the hospital were not taken away from their

parents. Did you ever have any contact with him in

connection with that case?

A: I never saw him. I never saw him and I never

thought of him in connection with the case.

Q: Now, I think that the children who were
in the hospital were not taken away from their

parents. Did you ever have any contact with him in

connection with that case?

A: I never saw him. I never saw him and I never

mass feeling. Made me think of a play that Otis Skinner made a dramatic entrance in, "The Honor of the Family." An adventuress had taken hold of a young man and his mother to the point that neither of them had a will of his own and did everything she suggested. She had gotten all their money away from them.

The brother, a man of the world, was coming home from the war. As he merely walked by the window on his path to the door, the audience burst into applause. A reviewer said, "Otis Skinner walked by the window and the house came to life." From then on he outwitted the adventuress in every way. Putting it mildly, he gave her a bad time.

Gilb: This is the man like O'Connor?

Coggins: That guy did the same thing. In the courtroom was a bunch of cowed people. Like the martyred Christians. (laughter) Tom O'Connor walked in and the change was electric. He had no reverence for the judge. He knew him too well. The judge had been--

Gilb: What judge was that? I've forgotten now.

Coggins: Then I won't tell you all about it. Quinn. He may be still alive.

This is the way the Government
may. Treating it kindly, we may not a bad time.
There is no as indicated the Government is aware
colored by the change and the mood near the late.
into question. A previous edit, this between
window on the path to the door, the entrance being
down from the roof. As the entry is made to the
The window, a lot of the world, was made

Gilb: Judge Quinn? Yes.

Coggins: Is he an old man? He would be by now. The names repeat over here in Alameda County. I think he's the one.

Gilb: And he knew O'Connor.

Coggins: Everybody knew O'Connor. He was a fighting Irishman. Quinn had met his own kind, and they're much more aggressive.

Gilb: Neylan was an aggressive man. How did your group feel about him? The handling of the Anita Whitney case. Were you satisfied with him?

Coggins: We didn't--it wasn't our case, you know.

Gilb: You were sympathizers.

Coggins: We knew nothing of the internal workings. We don't know whether he was paid or anything about that. We didn't try to get too close to the thing because we might be used in some way.

Gilb: Jail?

Coggins: No, but we might be called as witnesses.

Gilb: You didn't want to go to jail unless it would do some good.

Coggins: Only when a crowd was watching. (laughter) Not to be sneaked off in the dark and never heard of again.

Miss

Judge's Office, 1884.

Dearest

It is so long since we have been in the same room.

I hope you are in the same room.

Love,

Miss

and the same old room.

Dearest

Everything is the same old room.

Love, and the same old room.

Love,

Miss

Love, and the same old room.

Love, and the same old room.

Love, and the same old room.

Dearest

We shall be in the same old room.

Miss

Love, and the same old room.

Dearest

We shall be in the same old room.

Love, and the same old room.

We shall be in the same old room.

Love, and the same old room.

Miss

Love,

Dearest

We shall be in the same old room.

Miss

We shall be in the same old room.

Love,

Dearest

We shall be in the same old room.

Love, and the same old room.

Women's Suffrage

- Gilb: Another social movement at that time was the movement for women's suffrage. About the time you came to San Francisco, did your fellow Socialists take strong interest in the suffrage movement?
- Coggins: I think that came off just about the time I joined the Party. I was very active in the Socialist Party. The movement cut across all the parties. Hiram Johnson was not very warm about it.
- Gilb: Lukewarm. In fact, I think he would just as soon they didn't vote.
- Coggins: I have noticed that many men who have led unhappy lives don't think much of women's intelligence.
- Gilb: But you thought the Socialists were by and large sincerely for it.
- Coggins: Oh yes. It was in our platform right from the start. Debs was running.
- Gilb: And who were some of the other people working for women's rights here locally?
- Coggins: John Barry and Bessie Beatty, both on Older's staff, went out and campaigned for it. Also Dr. Aked, the former Rockefeller minister, Anita Whitney, and Gail Laughlin.

Woman's Suffrage

Miss

Another small movement is that from the
movement for woman's suffrage, some of the
same as the American, the year before last
and others interest in the suffrage movement?

Question

I could tell you all that about the time I joined
the party. I was very active in the National
Party. The movement was known all the world.
Miss Johnson was not very much about it.

Miss

However, in fact, I think it would be a
very little more.

Question

I have asked that very question and the answer
is that we have not enough of woman's intelligence.

Miss

But you thought the National Party of the time
sufficient for it.

Question

No, no. It was in my opinion right then and
now. I am not sure.

Miss

And now you are at the other end of the line for
woman's rights now?

Question

Now I am at the other end of the line, but I am not
sure and I am not sure for it. I am not sure.
The woman's movement is not the same, and
will remain.

Gilb: Do you remember Sara Bard Field?

Coggins: Oh, very well, yes. She campaigned, and her sister, Mary Field. One of the most interesting campaigners was Gail Laughlin, a lawyer, who came from Colorado to help out. She had the habit of holding a finger up before her face and rising up and down on her toes like a sandpiper. She wasn't very large and I guess she wanted to be sure that people paid attention.

Gilb: What type of woman do you feel, from your personal acquaintance around here, was most active for women's rights?

Coggins: Oh, I think college women, more than the working women. After all, they had some economic power, you see, and they resented this. I remember Mrs. Hume, Sam Hume's mother and the widow of Jim Hume, the Wells Fargo agent who captured Black Bart. She was a very good speaker, and she went to campaign up in the mining towns. Also in Eureka, a town that had been so hostile to the Chinese that they ran them out of town. Up there she emphasized that the Chinaman could vote "but your wife can't."

Orientalism

Gilb: Speaking of Chinese, organized labor at that time was anti-Oriental.

Coggins: Of course not as much as in Dennis Kearney's day.

Gilb: Did the Socialist group to which you belonged share that feeling?

Coggins: Oh no. The Socialist group was international. They couldn't have any other position. This was the type of thing that separated us from labor. We were middle-class people, in favor of Chinese having jobs. But their competition for jobs was with labor.

Gilb: When it came to the Alien Land Law, which was passed under Johnson's administration, did the Socialists oppose that law strongly?

Coggins: I don't recall any great campaign for it; I don't remember that they hedged on it. We didn't take a position sometimes; we were timid about certain things which we believed in and which labor didn't. We were trying to get the labor support; it was a pretty difficult thing to do and explain our differences with them. Many of the Socialists were for prohibition, including the Socialist mayor,

Columbia

With:

Speaking of Chinese, organized labor is that slow

was anti-Communist.

Deputy:

Of course not as much as in Soviet Russia's day.

With:

Did the National Guard to which you belonged ever

that looking?

Deputy:

Oh no. The National Guard was (approximately) they

couldn't have any other feeling. This was the

type of thing that happened in your case. We

were middle-class people. In fact of Chinese labor

too. But that's something the law was with

later.

With:

When it came to the Allen Lane Law, which was passed

after Roosevelt's administration, did the National

guard that law through?

Deputy:

I don't recall any other changes to the law.

Remember that they changed on it. We didn't know a

position ourselves; we were told to not appear

unless we're in the line in the white house.

We were trying to get the light through it was

a pretty difficult task. It was a difficult one

difficult one. They at the National Guard

for protection, including the National Guard.

Stitt Wilson. This was not the way to win over the Brewery Workers Union.

Prohibition

Gilb: Yes, I wanted to ask you about Prohibition.

Coggins: Wilson was a very successful Prohibition orator. And that was one of the things that labor was hostile to, of course. But we had big votes just the same.

Gilb: And Socialists were by and large drys, weren't they?

Coggins: I wouldn't say by and large, no. The Methodist groups were largely dry. I mean the churches. People came in as a moral issue. The labor elements were not dry.

Gilb: But you felt the core of the Socialist Party was this Methodist group. Locally, did you or your closest Socialist friends take any active part in the Prohibition?

Coggins: No. You see, we were in a dry city to start with.

Gilb: In Berkeley.

Coggins: Yes. And it didn't come up. I think most of us would have voted for local option.

Gilb: Local option was an issue at this time.

Coggins: I think we were for local option.

Miss Wilson. This was not the way to his death.
the Society's motto.

PROLOGUE

Edith: Yes, I wanted to say that something.

Edith: Wilson was a very successful professional man.

Edith: And that was one of the things that made her happy.

Edith: I'm of course. But we had the same kind of life.

Edith: The household was not very large, but it was not.

Edith: I wouldn't say it was large, no. The household.

Edith: There were many things. I was not alone.

Edith: There were in a small house. The house.

Edith: I was not alone.

Edith: But you will see that the household was not.

Edith: This household was not. I was not alone.

Edith: I was not alone. I was not alone.

Edith: I was not alone.

Edith: I was not alone. I was not alone.

Edith: I was not alone.

Edith: I was not alone. I was not alone.

Edith: I was not alone. I was not alone.

Edith: I was not alone. I was not alone.

Edith: I was not alone. I was not alone.

Gilb: And when it came to National Prohibition, you were for that too.

Coggins: Wilson was for that too.

Gilb: I mean when it came to supporting it.

Coggins: It didn't need any support. It just forced through.

I don't recall any--it was just a lot of--the middle-class people were resentful of it.

Gilb: Because it was dictatorial?

Coggins: Woodrow Wilson put it over. I don't know just what was the force that let him do it.

Gilb: Were you in favor of it? Aside from how it was put over?

Coggins: Well, I'm not sure. It doesn't mean very much to me, so it isn't fair for me to say that people shouldn't have it. But I would be willing to dispense with it entirely. On account of the waste and damage it does. Unless it would be better controlled than it is at present.

Candidate for Office

Gilb: You mentioned a while back that you were a candidate for mayor one time against Stitt Wilson and that you almost unseated him, almost got more votes. Didn't you say that?

Bill:

And when it comes to Bill's... you know

For that too.

Deanna:

Bill's was the same too.

Bill:

I mean when it comes to... it's

Deanna:

It's almost... it's almost... it's almost...

I don't really... it's almost...

Bill's... it's almost...

Bill:

Deanna... it's almost...

Deanna:

Deanna... it's almost...

And... it's almost...

Bill:

When you... it's almost...

But...

Deanna:

Well, it's almost... it's almost...

And... it's almost...

Deanna... it's almost...

Deanna... it's almost...

And... it's almost...

Deanna... it's almost...

Deanna's Story

Bill:

You mentioned a... it's almost...

Deanna... it's almost...

And... it's almost...

Deanna... it's almost...

Coggins: No. He left the Party on the war issue and I ran hoping to hold the Party together. I merely won enough votes from him so that the other man won.

Gilb: That's a little different. How many votes did you get?

Coggins: Between four and five hundred.

Gilb: OH! Would that be considered a big vote among Socialists?

Coggins: No. Berkeley was smaller then, but it took about three thousand votes to win.

Gilb: Oh. So you took away a slight margin to make the difference.

Coggins: Yes. The entire vote in those days was only about six thousand, counting the whole town.

Gilb: Did you ever run again?

Coggins: Yes. Next election.

Gilb: Ran against Wilson?

Coggins: No. He didn't come in again.

Gilb: Who was your opponent?

Coggins: The other one was Frank Stringham. It wasn't a very bitter campaign.

Gilb: How did you do in the next election?

Coggins: I had more votes than I did before. I don't remember what it was.

10-11-68
12-11-68
13-11-68
14-11-68
15-11-68
16-11-68
17-11-68
18-11-68
19-11-68
20-11-68
21-11-68
22-11-68
23-11-68
24-11-68
25-11-68
26-11-68
27-11-68
28-11-68
29-11-68
30-11-68
31-11-68
1-12-68
2-12-68
3-12-68
4-12-68
5-12-68
6-12-68
7-12-68
8-12-68
9-12-68
10-12-68
11-12-68
12-12-68
13-12-68
14-12-68
15-12-68
16-12-68
17-12-68
18-12-68
19-12-68
20-12-68
21-12-68
22-12-68
23-12-68
24-12-68
25-12-68
26-12-68
27-12-68
28-12-68
29-12-68
30-12-68
31-12-68
1-1-69
2-1-69
3-1-69
4-1-69
5-1-69
6-1-69
7-1-69
8-1-69
9-1-69
10-1-69
11-1-69
12-1-69
13-1-69
14-1-69
15-1-69
16-1-69
17-1-69
18-1-69
19-1-69
20-1-69
21-1-69
22-1-69
23-1-69
24-1-69
25-1-69
26-1-69
27-1-69
28-1-69
29-1-69
30-1-69
31-1-69
1-2-69
2-2-69
3-2-69
4-2-69
5-2-69
6-2-69
7-2-69
8-2-69
9-2-69
10-2-69
11-2-69
12-2-69
13-2-69
14-2-69
15-2-69
16-2-69
17-2-69
18-2-69
19-2-69
20-2-69
21-2-69
22-2-69
23-2-69
24-2-69
25-2-69
26-2-69
27-2-69
28-2-69
29-2-69
30-2-69
31-2-69
1-3-69
2-3-69
3-3-69
4-3-69
5-3-69
6-3-69
7-3-69
8-3-69
9-3-69
10-3-69
11-3-69
12-3-69
13-3-69
14-3-69
15-3-69
16-3-69
17-3-69
18-3-69
19-3-69
20-3-69
21-3-69
22-3-69
23-3-69
24-3-69
25-3-69
26-3-69
27-3-69
28-3-69
29-3-69
30-3-69
31-3-69
1-4-69
2-4-69
3-4-69
4-4-69
5-4-69
6-4-69
7-4-69
8-4-69
9-4-69
10-4-69
11-4-69
12-4-69
13-4-69
14-4-69
15-4-69
16-4-69
17-4-69
18-4-69
19-4-69
20-4-69
21-4-69
22-4-69
23-4-69
24-4-69
25-4-69
26-4-69
27-4-69
28-4-69
29-4-69
30-4-69
31-4-69
1-5-69
2-5-69
3-5-69
4-5-69
5-5-69
6-5-69
7-5-69
8-5-69
9-5-69
10-5-69
11-5-69
12-5-69
13-5-69
14-5-69
15-5-69
16-5-69
17-5-69
18-5-69
19-5-69
20-5-69
21-5-69
22-5-69
23-5-69
24-5-69
25-5-69
26-5-69
27-5-69
28-5-69
29-5-69
30-5-69
31-5-69
1-6-69
2-6-69
3-6-69
4-6-69
5-6-69
6-6-69
7-6-69
8-6-69
9-6-69
10-6-69
11-6-69
12-6-69
13-6-69
14-6-69
15-6-69
16-6-69
17-6-69
18-6-69
19-6-69
20-6-69
21-6-69
22-6-69
23-6-69
24-6-69
25-6-69
26-6-69
27-6-69
28-6-69
29-6-69
30-6-69
31-6-69
1-7-69
2-7-69
3-7-69
4-7-69
5-7-69
6-7-69
7-7-69
8-7-69
9-7-69
10-7-69
11-7-69
12-7-69
13-7-69
14-7-69
15-7-69
16-7-69
17-7-69
18-7-69
19-7-69
20-7-69
21-7-69
22-7-69
23-7-69
24-7-69
25-7-69
26-7-69
27-7-69
28-7-69
29-7-69
30-7-69
31-7-69
1-8-69
2-8-69
3-8-69
4-8-69
5-8-69
6-8-69
7-8-69
8-8-69
9-8-69
10-8-69
11-8-69
12-8-69
13-8-69
14-8-69
15-8-69
16-8-69
17-8-69
18-8-69
19-8-69
20-8-69
21-8-69
22-8-69
23-8-69
24-8-69
25-8-69
26-8-69
27-8-69
28-8-69
29-8-69
30-8-69
31-8-69
1-9-69
2-9-69
3-9-69
4-9-69
5-9-69
6-9-69
7-9-69
8-9-69
9-9-69
10-9-69
11-9-69
12-9-69
13-9-69
14-9-69
15-9-69
16-9-69
17-9-69
18-9-69
19-9-69
20-9-69
21-9-69
22-9-69
23-9-69
24-9-69
25-9-69
26-9-69
27-9-69
28-9-69
29-9-69
30-9-69
31-9-69
1-10-69
2-10-69
3-10-69
4-10-69
5-10-69
6-10-69
7-10-69
8-10-69
9-10-69
10-10-69
11-10-69
12-10-69
13-10-69
14-10-69
15-10-69
16-10-69
17-10-69
18-10-69
19-10-69
20-10-69
21-10-69
22-10-69
23-10-69
24-10-69
25-10-69
26-10-69
27-10-69
28-10-69
29-10-69
30-10-69
31-10-69
1-11-69
2-11-69
3-11-69
4-11-69
5-11-69
6-11-69
7-11-69
8-11-69
9-11-69
10-11-69
11-11-69
12-11-69
13-11-69
14-11-69
15-11-69
16-11-69
17-11-69
18-11-69
19-11-69
20-11-69
21-11-69
22-11-69
23-11-69
24-11-69
25-11-69
26-11-69
27-11-69
28-11-69
29-11-69
30-11-69
31-11-69
1-12-69
2-12-69
3-12-69
4-12-69
5-12-69
6-12-69
7-12-69
8-12-69
9-12-69
10-12-69
11-12-69
12-12-69
13-12-69
14-12-69
15-12-69
16-12-69
17-12-69
18-12-69
19-12-69
20-12-69
21-12-69
22-12-69
23-12-69
24-12-69
25-12-69
26-12-69
27-12-69
28-12-69
29-12-69
30-12-69
31-12-69
1-1-70
2-1-70
3-1-70
4-1-70
5-1-70
6-1-70
7-1-70
8-1-70
9-1-70
10-1-70
11-1-70
12-1-70
13-1-70
14-1-70
15-1-70
16-1-70
17-1-70
18-1-70
19-1-70
20-1-70
21-1-70
22-1-70
23-1-70
24-1-70
25-1-70
26-1-70
27-1-70
28-1-70
29-1-70

1981 World Bank for Development a big vote count.

Dr. Davidson was smiling first, but it soon changed

1911.

: 411

Gilb: You said it was not a bitter campaign.

Coggins: No, no. First place, there wasn't very much hope in the Socialist Party at that time. They were just wondering what they'd do next. Their real purpose was just to stick together. I rather enjoyed the campaign. I didn't have any hostility in it. I wrote an article about it for the Survey, about some of the ridiculous things that elected people. The other two major candidates were struggling, and I could ridicule both sides. I got applause from both from each time in turn. It really was an amusing situation.

Gilb: I think Norman Thomas has played that role for years. Gadfly to the two traditional parties.

Coggins: Yes, he doesn't approve of either major party. And he gets cheers from both sides.

Gilb: Did you ever run again?

Coggins: I ran for Congress in the LaFollette campaign.

Gilb: Oh! Socialists supported LaFollette, did they?

Coggins: Yes, he was on our ballot. It was the only way he could run in California. He got nearly 500,000 votes.

Gilb: About 1924, was it?

Coggins: Yes.

Miss:

You said it was not a proper occasion.

Miss:

No, no. What place, when would it be very much more

in the relative party at that time, they were just

emerging from the dark. I don't think anyone

was just as much surprised. I rather enjoyed the

company. I didn't know any body in it. I

know an artist about it for the house, I don't

know of the picture house that is in the house.

The artist has a few pictures in the house, and

I don't think any more. I don't know from

both from each side in fact. It seems to me an

interesting situation.

Miss:

I think William Thomas has played it the same for

years. I don't see the last of the picture.

Miss:

Yes, he doesn't know of any other picture.

And he has known from both sides.

Miss:

Yes, you were the artist.

Miss:

I was the artist in the last of the picture.

Miss:

Yes, I don't know any other picture, did I not?

Miss:

Yes, he was the artist. It was the last of the

picture was in the picture. He was the artist.

Yes.

Miss:

That is the picture.

Miss:

Yes.

Gilb: And you ran for Congress at that time. How did you do then?

Coggins: Well, I did much better, of course, but I had a whole big territory. That was the first time Earl Warren ran for District Attorney. The Democrats supported us. Bryan came to California and spoke for LaFollette. The Republicans were really afraid LaFollette would carry California.

Gilb: Now I remember that LaFollette was also backed by Rudolph Spreckels and financed.

Coggins: Yes. But not very heavily, I guess. He helped us some financially but I don't think he had much money in those days. But anyway he took a stand. Also Frank Hen^ery, the prosecutor of Abe Ruef. Neither of these men was afraid of people. Conservatives considered Spreckels a traitor.

Gilb: Well now, Spreckels had at one time been affiliated with the Johnson movement, and by this time Johnson was a Senator and had become identified with isolationism. What was your feeling about Johnson by this time?

Coggins: I admired Johnson sometimes. I'd like to have kept out of war. But I would have voted to help the Europeans in any way except by killing them.

Wife:

And you were for something in that time. How did you
do that?

Deborah:

Well, I did many things, at once, but I had a

whole lot of things. That was the first time

that I ever saw the United States. The

Government supported it. It was seen in California

and some for California. The Government was

really afraid California would come California.

Wife:

But I remember that California was with them in

California Government and California.

Deborah:

Yes. But not very heavily. I know. It is not so

much financially but I don't think so. It was very

in those days. But never as much as now. After

World War, the Government of the State. Higher

of course was afraid of money. Government

was afraid of money. I think.

Wife:

Well now, Deborah is not so much with California

with the Government. And by the way, I know

was a Senator and was known in California with

California. But was not really with California

by this time?

Deborah:

I remember Deborah. It's not so much with

not at all. But I would have known it well by

California is not very much by this time.

Gilb: Oh. So that you wouldn't describe yourself as an isolationist.

Coggins: No. If I did anything, I'd rather give them the money the war cost. A nationally intelligent group could have avoided the war if we'd been willing to make the sacrifice instead of dumping it onto our soldiers. I believe a socialized world could have made jobs for the underprivileged people instead of war.

Gilb: So you weren't a natural supporter of the Republican isolationist sentiment.

Coggins: I'd prefer to see our money spent anywhere in the world that needed it than used for war.

Socialism since 1930

Gilb: Well now, you ran for Congress; you had already run for mayor of Berkeley. And you supported LaFollette. In the twenties. What did you do next in the Socialist group?

Coggins: Well, I don't recall too much. The Party sort of died out. We tried to keep meetings going. Then when this war came, we had no power.

Gilb: The Second World War.

Coggins: Because of the strong Jewish war sentiment in the Party. Of course, their people were being killed.

: 222

On the 1st of January 1900, the following were the only persons in the colony who were not members of the Church of England:

Palmetto Leaf

2000

100-443887-100

1990s. The 1990s were a time of significant change for the world, and the 1990s were a time of significant change for the world.

1454

• *For more information, visit www.pearsoncmg.com*

and the first two terms on the right-hand side of (2.1) are

19940000

1012

• *Journal of Management Education* 32(1): 10-17

Gilb: You felt by this time, the 1930's, the Socialist Party was getting quite a sizable Jewish element.

Coggins: It was the backbone long before that. In 1910 East Side New York and Milwaukee were the Socialist strongholds.

Gilb: Did you continue here in the Bay Region your affiliation with the Socialists throughout the 1930's and the 1940's?

Coggins: I'm still a member. There's no other party where I belong. What weakened us, really, was our endorsement of LaFollette. And the passing of Debs.

Gilb: You didn't feel that Norman Thomas was as potent a leader.

Coggins: No, he was more of an individual than people like Victor Berger, or even Hillquit. He was a good debater. A little like Stitt Wilson, too. But he could not close a sale like Stitt Wilson could. He was a kind of actor, and a figure of importance. I remember when Maynard Kregar ran for President. Someone said, "Kregar is just about the same cut under Thomas as Thomas was under Debs." Thomas was courageous; if he believes a thing, he will stick it out. But he changed positions oftener than the rest of us.

Cliff:

You talk by this time, the hotel
Party was meeting quite a number of people.

Deputy:

It was the weekend from 1941. In 1941
Best side for the and business was the hotel
sympathetic.

Cliff:

But you business was in the way of
attention with the business community the
1941 and the 1941

Deputy:

I'm still a member. There's no more party there
I believe. That's what we really, and we
movement of the party. And the party of the

Cliff:

You think that's the party of the party
leader.

Deputy:

So, in the way of an individual party leader
Victor Decker, or even William. He was a good
leader. A little less than William, but he was
could not give a real idea of the party.
He was a kind of leader, and a figure of the party.
I remember when William Decker was the party leader.
Someone said, "Decker is just about the same as
under Thomas as Thomas was under Decker. Thomas
was courageous; it was William's idea, he was
which is not. But he changed position often
than the rest of us.

Gilb: And the loss of Debs, you feel, badly hurt the morale of the Party here.

Coggins: Yes. It was sort of timely, as if it was the notice of the end of the Party.

Gilb: But did you continue to be, vote Socialist?

Coggins: Yes. Whenever there was a candidate.

EPIC

Gilb: There was a strong Socialist movement, or in a way Socialist movement, the EPIC movement, in California, in the 1930's. Now how do you feel about that?

Coggins: That was another thing that weakened the Party, because the EPIC movement was such a well planned thing. A lot of unemployed people, unemployed brains, seemed to come in that movement, and with the money they had -- you see EPIC advertisements up in the mountains. They did a wonderful campaign job.

Gilb: Where did they get the money?

Coggins: They used services. They would donate this and that. There would always be painters that would paint their signs for them.

Gilb: You mean they had intangible wealth.

Glenn: And the loss of Debs, you feel, really cost the

movement of the West.

Cogswell: Yes, it was very at this, as it was the notice

of the end of the West.

Glenn: And did you mention to me, your socialist?

Cogswell: Yes, whenever there was a socialist.

THE

Glenn: There was a strong socialist movement, or in a way

socialist movement, and this movement, in California,

in the 1930's. You know the West about that?

Cogswell: That was another thing that happened for the West.

Because the West movement was even a well planned

thing. A lot of organized people, organized

people, seemed to come in that movement, and with

the money that had -- you saw this organization

as in the movement. They did a wonderful

movement, yes.

Glenn: Where did they get the money?

Cogswell: They used various. They used various kind and

kind. There would always be various kind of money

being raised for these

Glenn: You mean they had multiple sources?

Coggins: Yes. They had resources, would cooperate. I think they had the old age people among them, who were a definite, stable group. I think it was really too bad the Socialist Party hadn't learned something from that, and had some of that spirit. The country people were all for it. These farm wives would be out working.

Gilb: How about the Socialists? How did they feel? Your group?

Coggins: Upton Sinclair left the Party and started the movement with his pamphlet, "I, Governor of California." Thomas was quite put out about it. He was out here at the time. Sinclair's son stayed with the Socialist Party. Told his father he should read his own books. (laughter)

Gilb: Did you feel that you wanted to back Sinclair?

Coggins: No, but I envied them their movement. I thought, you see--I don't know what to say in explanation of it. After all, the Socialist Party was made up of a lot of people who did not do well under capitalism. They were not skilled people. They had not been effective in making a living, and they hadn't developed any great skill of any kind. They were just protesters and they would talk.

I think they had resources, would cooperate. I think they had the old way people would think, like have a scientific, stable group. I think it was really the fact the Socialist Party didn't learned something from that, and had some of that spirit. The country people were all the time. There were those would be one thing.

Now about the Socialist Party. How did they feel? You know?

Upon Socialist left the Party and started the movement with six members. "If Government of California," Thomas was quite not out about it. He was not here at the time. Socialist's son stayed with the Socialist Party. Told his father he should read his own books. (Laughter)

Did you feel that you wanted to back Socialist? No, but I advised them their movement. I thought, you see--I don't want to say in explanation of it. After all, the Socialist Party was made up of a lot of people who did not do well under capitalism. They were not skilled people. They had not been effective in making a living, and they hadn't developed any great skill or any kind. They were just proletarians and they would fail.

They were very vocal. But the Depression brought a lot of skilled people down the breadline, so that here they had a group of people who were already to go to town and could do things.

Gilb: Unfortunately, Upton Sinclair took these people on, not the Socialist Party.

Coggins: Yes. And that always seems to be true. Seems to be that things happen to a certain point and then a new bud comes out. And it looks like a new start. Some people always feel it has a better chance than the old stem.

Gilb: What did you dislike about the EPIC movement?

Coggins: Well, I think that I felt that it was transient like the progressive movements. It would vanish in even a phony prosperity. It did call for production for use. But in some respects it was a little vague.

Gilb: Socialists accused Sinclair of being vague? I think that's one of the accusations against Socialism, isn't it?

Coggins: Well, no, we say take the utilities over and run them. I think EPIC sort of soft-pedalled their Socialism. It was made up for mixed and different groups, as I remember it. It was sort of a mixture of, maybe, the Populists and the Socialists and

They have very small. But the Democratic movement
a lot of skilled people near the Revolution, so that
they have had a great deal of success with money in
so far as they could be done.

Editorial: Under Socialism these people are
not the Socialist Party.

Question: Yes, and this always seems to be true. There is
no such thing as a certain point between
a man and woman, and it looks like a man and woman.
Some people always feel it is a better chance than
the old one.

Editorial: What did you think about the XIX movement?
Editorial: Well, I think that it is not possible to
the progressive movement. It would mean to have
a party organization. It is all for the revolution for
the. But in some respects it is a little more.

Editorial: Socialists wanted kinds of being wrong? I
think that's one of the mistakes we should
be making, isn't it?

Editorial: Well, no, we have the revolution now and we
have. I think that's one of the mistakes we should
be making. It is not up to the mind and the
people, as I remember it. It was not at all
at all, the people and the Socialist are

pensioners. Marx was not mentioned. But that I didn't feel was important. They had a lot of farmers who couldn't sell their stuff, who would not be interested in unemployed machinists. It was a mixed organization. It was suddenly gathered together, in one campaign. A lot of them, of course, were not Socialists, and I felt if it won a campaign, it would break. The Prohibitionist Party was represented in it too. It was made up of segments rather than a unified group. At this time they had a common motive, but they wouldn't stay together.

Gilb: Of course, that's a description of any political party in the United States. Our parties are coalitions rather than single-principle parties generally.

Coggins: Yes, it is. Our national issues are not very clear. It's largely who gets the jobs, although there is a good deal of largess to be fought over and apportioned within these limitations. No matter who gets the Democratic nomination, the bulk of the party members who opposed him as unfit for the nomination will support him for the office with enthusiasm.

...and the

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

Gilb: Speaking of Democrats, it wasn't too long after Sinclair's campaign that Olson--

Coggins: He inherited the mantle plus certain southern interests that financed him. He had been Sinclair's manager.

Gilb: And he became then the Governor. How did the Socialists with whom you associated react to Olson's campaign?

Coggins: Well, we didn't think any more of him than we did of Sinclair.

Gilb: Perhaps less.

Coggins: Well, I don't think we believed so much in his courage as Dr. Burke suggests in his book (Olson's New Deal for California). We do know it took great prodding to get him to pardon Mooney. He's a real estate man and probably got their support, also, and I guess the moving picture people supported him. Standard Oil was said to have divided their contribution between both candidates.

Gilb: What do you do now about your Socialist views? Do you still consider yourself a Socialist?

Coggins: Yes. I don't see any reason for changing.

Gilb: Now when it comes to voting, you no longer have much of an opportunity.

Q115: Speaking of tomorrow, is there any more work?

A115: Tomorrow's work is to be done.

Q116: Is there any more work to be done tomorrow?
A116: I think that tomorrow's work is to be done.

Q117: Is there any more work to be done tomorrow?
A117: I think that tomorrow's work is to be done.

Q118: Is there any more work to be done tomorrow?
A118: I think that tomorrow's work is to be done.

Q119: Is there any more work to be done tomorrow?

Q120: Is there any more work to be done tomorrow?
A120: I think that tomorrow's work is to be done.
Q121: Is there any more work to be done tomorrow?
A121: I think that tomorrow's work is to be done.
Q122: Is there any more work to be done tomorrow?
A122: I think that tomorrow's work is to be done.
Q123: Is there any more work to be done tomorrow?
A123: I think that tomorrow's work is to be done.
Q124: Is there any more work to be done tomorrow?
A124: I think that tomorrow's work is to be done.
Q125: Is there any more work to be done tomorrow?
A125: I think that tomorrow's work is to be done.

Q126: Is there any more work to be done tomorrow?
A126: I think that tomorrow's work is to be done.

Q127: Is there any more work to be done tomorrow?

Q128: Is there any more work to be done tomorrow?
A128: I think that tomorrow's work is to be done.

Coggins: I just feel that as far as I'm concerned it's a period in which there isn't much you can do, you have to wait for evolution and the period of deflation.

Gilb: At one time way back, the Communist splinter group of the Socialist Party was not looked at with complete disfavor. How in these later years have you felt about Communism? Have you developed an antagonism?

Coggins: They've been in an awkward position. Their attitude is like a religion. They had accepted the thing and they had to stand by it. They were aware of the absurdity of some of the party line switches. They tried to take out some of their discomfort on the Socialists. I'm sure that people like Earl Browder knew how absurd their positions were at times.

Anna Louise Strong recently had a good article on Russia and the new attitude there, in the Modern Monthly. She tells about the people who realized all that was going on, but they knew there must be a lot of brutality in a revolution. They knew that their country was threatened by outside nations, and that Stalin was the lesser of two evils. One good thing, he did force a tremendous amount of development, which I didn't know about. She tells

Question: I just feel that as far as the business side is

concerned in those cases that's what you are all, you

have to make the distinction and the point of

distinction.

Answer: As you know very well, the Government's position

is that the business side is not involved at all

business side, and it is only the fact that

you talk about Government that you are involved in

distinction

Question: That's been in an obvious manner, that's all

is like a business. They are not involved in the side

and so on and so forth, that's what you are all

concerned with, and the point is that

there is no way to make a distinction on the

business side. It's not that simple, it's not

just one thing, it's a whole lot of things

and it's not just one thing, it's a whole lot

of things and the way it's done is by

business. The whole point is that

there's all that's in the way, and that's what

it's a lot of things, it's a whole lot

of things, and it's not just one thing, it's

many, many things, and it's not just one thing, it's

many, many things, and it's not just one thing, it's

many, many things, and it's not just one thing, it's

about it. For a victim of Stalin, she gave him real credit.

Gilb: Well now, since you can't vote Socialist today, do you vote at all?

Coggins: Oh yes. I'll probably write in Darlington Hoopes.

Gilb: Oh, you'll write in a Socialist.

Coggins: Yes.

Gilb: You don't ever go over to the Democratic Party.

Coggins: I stopped voting the Democratic ticket 40 years ago because its chief beneficiaries seemed then as now to be the reactionary south.

Gilb: Not even during the New Deal.

Coggins: Well, the New Deal was like the rest of these movements, I thought.

We had a campaign at the time. I think as far as I'm concerned, my job is just to express myself; if there are not many other people like me, I can't help it. I'd feel a lot better to know I hadn't been a sucker.

Gilb: Well, I think we've not covered the Socialist picture, but at least outlined it.

13

AVOCATIONS: ORNITHOLOGY AND WRITING

- Gilb: Did you keep up your interest in ornithology after you came to California?
- Coggins: Yes. One of the first things I did when I was out here was to go to teachers' institutes and talk on birds. I guess it helped a little in the publishing, too, because I met teachers who were prospective buyers. The company didn't object to my doing it on their time. Besides, I was paid well for it.
- Gilb: Did you attempt to publish any books on ornithology?
- Coggins: We wanted to republish one that had been destroyed by the fire and earthquake, but the lady never finished it. She was Joe Grinnell's mother.
- Gilb: Have you ever been tempted to write technical books on ornithology?
- Coggins: No, there's so many people who like to do that kind of writing. I never had any ambition for it--it looks like too much work.
- Gilb: You began giving talks on birds in Philadelphia?
- Coggins: Yes, I spoke to some of the Friends schools and to recreation centers. Soon after I came to California I gave a sort of introductory lecture, in California Hall at the University of California, which was

Will:

His boy up your house is certainly about

you know as well as I.

William:

Yes, one of the first things I did when I was out

here was to go to the library and look

on order. I found it was a little in the

published, too, because I had learned and was

interested in it. The library staff is

my name is as well as the name of the

will be it.

Will:

His boy up your house is certainly about

William:

We wanted to publish it but had been

by the time we had finished, the time had

passed. It was the same old story.

Will:

Have you been back lately to the

books as well as the

William:

No, I haven't. I have been busy with the

at present. I have been busy with the

books like you know.

Will:

The books I have been looking at

William:

Yes, I agree. It was the same old story

repeated again. I have been busy with the

I have a lot of interesting things in the

will be the same old story, I agree.

pretty well received.

Not very long after, I was talking to Dr. Jordan, who was a backsliding ornithologist who had gone over to the fishes. I told him I was thinking of giving a series of bird talks and calling it Economic Ornithology, emphasizing the economic value of bird life.

He said, "I think it would be a good thing. I don't think people know what insects would do to us if there were no birds. They would multiply so that they would overwhelm us."

I gave a series of four lectures at the University of California summer school. Later when my children's book, Busby & Company, was brought out, the publishers thought lecturing to libraries would be a good way to promote the book.

So for the last three or four years I've been talking to libraries in San Francisco. I bring specimens with me to the library and they invite maybe three or four classes from the neighboring schools to come in. I have been invited to lecture in the San Francisco libraries for Children's Book Week this month. Children show a great deal of interest, particularly in things like

greatly well received.

Not very long after, I was invited to

Dr. Jordan, who was a leading physician

who had gone over to the States. I told him I

was thinking of giving a series of lectures and

said to him that I was thinking of giving the

series of lectures on this line.

He said, "I think it would be a good thing."

I don't think people know what I mean by

it as it is not a new thing. I am not

going to say that they would be interested in

I gave a series of lectures at the

University of California at Berkeley. I am

now at Stanford's School of Education, and

perhaps one of the best places for the study of

education would be a good way to spend the year.

So for the last three or four years I have been

going to Stanford in the summer. I have

spoken with me at the library and have been

very much interested in the subject.

Stanford is now in. I have been invited to

lecture in the summer of 1900.

Stanford's School of Education. I have been

very much interested in the subject.

protective coloration and the ingenuity of birds in their nest building.

Gilb: This in a way leads directly into your recent writing activities. After having been an editor for several years, I know you left the publishing world. Did you try writing during that time?

Coggins: No, I didn't try to write until rather a few years ago.

Gilb: What made you decide to try to be a writer?

Coggins: I don't know, except that I was always interested in writing and after a while I had the time to do it.

One time I was invited to speak at a dinner meeting given by the readers of the Nation. It was long before I was married to my present wife who had always urged me to speak and write. She had been on the dinner committee and I suspect had persuaded them to invite me.

My subject was "Eating for Causes." It was a satirical little account of the many causes I had bolstered up by eating for them: the starving Armenians, the famished Irish, the destitute Chinese, oppressed labor, and so on. Many people

prosecutive collections and the frequency of visits
in their hands.

This in a way leads directly into your second
writing collection. After having been in contact
for several years, I have now left the collection
back. But you are writing more than ever.

My I don't say to you with regard to your work
etc.

Now that you have the way to a collection
I don't know, - I don't know I am always interested
in writing and often I wish I was like you in
it.

Now that I am looking to work in a library
writing often is the result of the library. It is
long before I am satisfied to be present with the
library often in the library and often. The only way
on the library is to be present and interested
in the library.

My second and "Library" collection. It is a
collection of 11th volume of the year 1900. I
believed to be with the first of the
collection, the 11th volume, the 11th volume.
Collection, 11th volume, 11th volume, 11th volume.

remembered it, and long afterwards Gus Vollmer said, "You should just dictate that talk and publish it as you gave it." Later I did. I sent it to the Atlantic Monthly and they published it and asked me for other articles.

Gilb: Did you know the editor or did you just send it to him?

Coggins: No, I just sent it in. At first I got it and a note back, "It was an atrocious coincidence," the editor wrote, "but your piece arrived just as we decided to discontinue our humor department. We are sorry, but if we open it again please let us have it..." I saved it for them and soon they did reopen the department, and they published it. After that I wrote a series of satires for them. One of them, "The Burglar Trap," attracted quite a little attention, and I got a letter from Tom Beck, Chairman of the Board of the Crowell Collier Company, who had seen it. He wanted to know if I was the Herbert Coggins he had known as a boy on Martha's Vineyard and who had taught him how to make bird skins.

I wrote that I was and he wrote back, "Well, if you are going to try to write, why don't you send your stuff to us?"

remembered it, and how afterwards the Volition said,
"You should just think that you had written it as
you gave it." Later I said, I read it to the
Atlantic Monthly and they published it and sent me
for other articles.

Did you know the reason why I did not send it to them?
No, I just sent it in. At first I was a little
nervous, "it was an original contribution," but
afterwards, "that was a very good one," and
I decided to discontinue my contributions. I
am sorry, but if we were to send them to us
I would be for them and not for the
people the government, and they would be. After
that I wrote a number of articles for them, and
then, "The World's Work," published in 1910
afterwards, and I was a member of the World's
Council of the World of the World's Council
Council, and was in. He wanted to know if I
was the Harvard College of the World as a boy or
Harvard's University, and the World's Council
was the same.

I would like to see you in your book, "The World's
You are going to see the world, and you are
yourself to see."

I had a little piece I had just finished and intended for the Atlantic. I sent it to him with a note saying that I was submitting it to show that I didn't belong in large circulation magazines.

I promptly got back a letter from Sumner Blossom, editor of the American Magazine, explaining that Mr. Beck was in South America. Would I accept two hundred dollars for "My Rainbow Bees"? They published it with colored illustrations. Later I sold them a similar piece, and the next year when I went east to address the National Standard Parts Association, Tom Beck invited me to his house. One day at lunch he and one of the editors said, "We want you to write some animal stories for us. We don't know anyone who could write them as well as you could."

I wrote one. I never was quite sure that I could write that kind of thing for Collier's because my stuff is not very dramatic. Not much punch to it. I wrote about a bear who worked his way up from a garbageman to assistant postmaster and accidentally became well-to-do through a radio program. I got quite a lot of response to that.

I had a little glass I had just finished and
intended for the Alibi. I sent it to him with a
note saying that I was submitting it to him that
I didn't believe in Jesus' resurrection.
I honestly had been a Jew for some time,
editor of the Alibi, and I was
Mr. Green was in New York. When I wrote the
magazine volume for "The Jewish People" I
published it with a Jewish editor. I had
sold him a whole story, and the next year
I had sent to him the whole of the Jewish
Association. The next day we to the house. The
day of lunch he and one of the editors went to
send for to visit some Jewish friends. He
didn't know anyone and would have been as well as
himself.
I wrote him. I wrote him that I was with
him with the idea of doing the Alibi because
he was in New York. He was with me to
I wrote about a year and he was his day to me.
His name is Alibi and he is a Jew.
He was with me for a whole year. I was
with him for a whole year.

Gilb: Was this intended as a satire?

Coggins: It was intended as a satire, yes. They labelled it, "A Rags-to-Riches Story of a Poor but Honest Black Bear," who was not spoiled by money. I got a lot of letters from that. Then I wrote one or two others. One about a beaver, and the Whittlesey Press people saw the original story in Collier's and asked me to make it into a children's book, which I did.

Gilb: Which you called what?

Coggins: Busby and Company.

Gilb: And that came out when?

Coggins: 1950 or 1951, I'm not sure.

Gilb: Has that sold well?

Coggins: Pretty well, yes. It was the Herald Tribune Honor Book. It would have sold much better if I had followed it up.

Gilb: With other books, you mean.

Coggins: Yes. That's what sells your books. People read one, then they want to go back and read the other, if they like your book. It's a series that is really profitable.

Gilb: Have you received any royalties from it?

Coggins: Oh yes.

Q110:

Was this intended as a warning?

Q111:

It was intended as a warning, yes. They intended

it, "A Ham-and-Bacon Story of a Woman and a Man"

Ham and Bacon, was not entitled by name. I was

a lot of letters from them. Then I wrote you up

for others. One about a woman, and the following

from people and the original story in English

and asked me to make it into a children's book.

which I did.

Q112:

Which you called Ham?

Q113:

Ham and Bacon.

Q114:

and that was the story

Q115:

1930 or 1931, I'm not sure.

Q116:

Was that all right?

Q117:

That's all right, yes. It was the Ham and Bacon story

book. It was a book about Ham and Bacon. It was

followed by me.

Q118:

With other books, yes.

Q119:

Yes. That's what I'm sure. That's what

was, that was the book and was the book.

if they like your book. It's a book about

really wonderful.

Q120:

Have you mentioned any particular time?

Q121:

On yes.

Gilb: What percentage?

Coggins: Ten percent.

Gilb: In the academic profession, receiving royalties is a rare thing. (laughter)

Coggins: They really just publish things to express themselves and also to advance themselves, largely?

Gilb: That's right.

Coggins: I know Vollmer was rather surprised that I get paid--he thought you only got separate copies. (laughter)

Gilb: You mentioned Gus Vollmer a couple of times. How did you know him--through Socialist activities?

Coggins: No, my family knew him. He grew up here. Nearly everybody knew him. And one time John Barry brought him to the house. I mean we'd known him to speak to before but he had never been to our house. We had him quite often after that. We were very congenial. When he went to the University of Chicago to teach, I stayed with them when I was East. I would go to the conventions and I would stay with Vollmer and his wife. In Berkeley we used to take trips together.

Mrs. Vollmer was not an outgoing person and was rather limited in the number of people she liked to be with. She felt at home with my first wife.

Miss:

What happened?

Constance:

Yes, indeed.

Miss:

In the economic situation, receiving visitors is

a new thing. (Laughs)

Constance:

They really just receive visitors in some houses

and also to receive themselves, isn't it?

Miss:

That's right.

Constance:

I know Voltaire and Rousseau received them. I got

used-to be laughing but only got serious again.

(Laughs)

Miss:

You mentioned that Voltaire's couple or three. But

did you know him--himself looking like a philosopher?

Constance:

No, my family knew him. He was a man. Really

everybody knew him. And you know what they

thought him to be. I used to think him

to speak so before but he was really very

simple. He had the same kind of heart. He

was very simple. And he went to the University

of Geneva to study. I stayed with him when I was

small. I used to be the companion of a woman

very rich Voltaire and his wife. He was really so

used to have them together.

Yes, Voltaire was not an ordinary person and was

really living in the world of a god. He lived in

his mind. One told us that he was a god.

MARRIAGE

Gilb: When were you first married?

Coggins: About 1910. My wife was a house builder. She built a great many houses in Berkeley. Also she was a painter. She enjoyed landscapes but she also painted portraits. Her portraits of David Starr Jordan, Edwin Markham, Joaquin Miller, George Wharton James, Herbert Bashford and August Vollmer are now in the Bancroft Library. Her portrait of Edward Hyatt, the former State Superintendent of Schools, was in the state building in Sacramento. She passed away in 1930.

Gilb: And did you get married again right away?

Coggins: No, I was married quite a few years later. My second wife was a friend of ours who had worked with me in the Whitaker and Ray Company. I always explain that I really worked for her but she denies it.

Gilb: What was her maiden name?

Coggins: Elsie Shirpser. She was a social worker for over twenty-five years for the Jewish Committee for Personal Service. This social agency was statewide and had as its objective the rehabilitation of the

1111

There were four days more.

1112

There were four days more. The first

I spent with my friends at the house.

On the second day I went to the

public library, and looked at the

books. On the third day I went

to the house, and looked at the

books. On the fourth day I went

to the house, and looked at the

books. On the fifth day I went

to the house, and looked at the

1113

On the sixth day I went to the

1114

On the seventh day I went to the

On the eighth day I went to the

On the ninth day I went to the

On the tenth day I went to the

On the

1115

On the

1116

On the

On the

On the

On the

1

mentally ill in the state hospitals and the adult offenders in jails and prisons. It is a program for the rehabilitation on the outside of the institution by first contacting the client while still within the institution. For the last twelve years before her retirement she was the executive director of that agency and initiated new programs for the rehabilitation of psychotics and offenders, and the education of the community to accept them upon their release. She was one of the organizers of the now extensive Mental Hygiene Society of Northern California.

Gilb: Was your first wife a Socialist? Did she share your beliefs?

Coggins: Yes.

Gilb: Does the present Mrs. Coggins also share your political views?

Coggins: Yes. I think she does, although her background is a little different from mine. She has a little more tendency to join the majority; I can see it tugging at her all the time. Often when she resists it, I think she does it more for my sake than from her own inclination. But she has been a member of the

usually ill in the winter months and the whole
 offense is in jail and prison. It is a program for
 the rehabilitation of the inmate of the institution
 by first contacting the inmate while still within
 the institution. For the last two years before
 the institution was the executive director in
 that agency and followed the program for the
 rehabilitation of prisoners and inmates, and
 the program of the institution in which they were
 their release. The program of the institution of the
 now executive director before the institution
 California.

Miss: Was your first wife a Socialist? Did she have
 your beliefs?

Cooper: Yes.

Miss: When did you meet her? Where did you meet her?

Cooper: I met her in 1934.

Cooper: Yes. I think she was, although I am not sure. I
 a little different from her. She was a little more
 tendency to be in the middle. I was not in the middle
 of her all the time. When she was in the middle I, I
 think she was in the middle. I was not in the middle
 was in the middle. She was in the middle I was not in the middle.

Socialist Party for over twenty years and just before the First World War lost her job for not marching in the Preparedness Day Parade, the parade that made Mooney a world figure.

It was more difficult to be a pacifist during the Second World War. Many of the former pacifists were too close to the persecuted people.

Gilb: Has her being Jewish brought you into close contact with the Jewish community in San Francisco?

Coggins: I have a lot of friends among them. But they are through her, largely. I don't make very many friends on my own.

Associated Press for some time past and that
before the first world war had been for some
time in the hands of the Government, the
fact was known to the public.
It was very difficult to be a general thing
the second world war, but it was a matter of
fact for some time to the public mind.
The fact being known to the public mind
with the second world war in the background
I have a lot of friends who are very
through out, I think, I don't know very
much of it.

Cliff

George

A WORKER-RUN AUTOMOBILE PARTS BUSINESS

Gilb: After you left Whitaker and Ray, what did you do to make a living?

Coggins: I was in the cement contracting business.

Gilb: And why did you go from being a publisher to being a contractor? That was a big jump.

Coggins: My father-in-law had the business and he couldn't go on with it, and it enabled me to live in Berkeley. I knew that the man who owned most of Whitaker and Ray wanted to unload the whole company. He wanted to go into the real estate business because there was more money in it. The book and school supply business was competitive and getting tougher all the time. The publishing department could not have existed by itself.

Gilb: And your father-in-law gave you a job in his business?

Coggins: Oh no, he left the business. He couldn't make it go. It had had a pretty good start...certain amount of independence.

Gilb: Weren't you being a little courageous or audacious to take up cement contracting when all your life you had been in the editing field?

Miss

After you left yesterday you say, what did you do to make a living?

Continued

I was in the women's association yesterday.

Miss

And why did you go there today? A business or social?

A business. That was a big job.

Continued

We talked about the business and the women's

to me with it, and it seemed to be like in the past.

I know that the men were very good at the business and

they wanted to know the whole business. We talked in

to find out what the business was and how it was

very much in it. The men were very good at the

business and they were very good at the business and

the men. The business was very good and the men

were very good.

Miss

And you were very good at the business and the men

were very good.

Continued

We were very good at the business and the men

to find out what the business was and how it was

very much in it.

Miss

After you were very good at the business and the men

to find out what the business was and how it was

very much in it.

Coggins: Well, if you're not very skillful in anything, you're not so much afraid of the next thing. (laughter)

Gilb: I see. And did you make a go of this?

Coggins: Yes. I held onto it for several years. At first it seemed to me easy money. I had had a very competitive start--\$3 a week--and California was easygoing compared to an eastern city. But toward the end there was a building depression here. You see, the earthquake had made a building boom, which tapered off finally around 1914. Then I bought a stationery and engraving store in Oakland, and then I went to the publishing of Christmas cards, and also the publishing firms of W. A. Wilde and Company, and Laird and Lee, on the Pacific Coast.

Gilb: What happened to the cement contracting business? You let it go, finally?

Coggins: I let it go, yes.

Gilb: Then came along a time when you invested in this business which was started by your Socialist friend, Mr. Patterson. Could you tell me something about him, what he was like and how he got started?

Coggins: He was young, very aggressive, energetic, and he was an ardent Socialist at the time. He had been a carpenter, strong union man, and became one of

Deputy: Well, it would not have helped to explain.

You're not so much afraid of the word "falsity" (falsity)

Slip: I am, but you make a lot of noise.

Deputy: Yes, I am afraid of the word "falsity". As I said

it seemed to me very much, I had a very

unpleasant feeling, a kind of "falsity" and

unpleasant feeling to me, as I said, but I found

the word "falsity" was a feeling of "falsity" and

yes, the "falsity" was a feeling of "falsity" and

perhaps it was a feeling of "falsity" and

perhaps it was a feeling of "falsity" and

I found it was a feeling of "falsity" and

also the feeling of "falsity" was a feeling of "falsity" and

and I found it was a feeling of "falsity" and

Slip: What happened in the morning when you were

the day of the "falsity"?

Deputy: I was in the "falsity".

Slip: You were alone in the "falsity" and I was

perhaps it was a feeling of "falsity" and

perhaps it was a feeling of "falsity" and

perhaps it was a feeling of "falsity" and

perhaps it was a feeling of "falsity" and

Deputy: It was found, very "falsity", and I

was an "falsity" feeling of "falsity" and

a "falsity" feeling of "falsity" and

the strong forces in the Mooney defense. He went around the country in an automobile and raised money for the defense.

Gilb: How did he happen to start this--

Coggins: Well, after the Mooney case was settled temporarily, he came home, had no job. There was not much building at the time, and he had a brother-in-law who had a small machine shop which was pretty busy making parts for automobiles. The automobile manufacturers themselves were so busy making cars that they didn't bother about supplying the broken parts. There was too small a market for them. That was a wide-open field, because the axles and springs were breaking; the roads were bad in those days, and there was a big market. Some of these shops were big enough to make the things that were needed.

Gilb: On custom order?

Coggins: Oh yes, originally, and then they got the idea that when they were making one axle, make two, make three, and bring the cost down.

Gilb: The parts were interchangeable, were they, on the automobiles? Were they standardized enough?

Coggins: No, they weren't standardized. That's what made the market. There would be a use for a hundred Ford axles, but as far as that axle being any use in a Studebaker or Chevrolet, that was out.

the witness forgets in the memory of the jury
knowing the country in an automobile and making
money for the witness.

Bill: How did he manage to make this?

Georgina: Well, when the witness had the car in the garage.

He was there, and he had a car in the garage
and he had a car in the garage and he had a car in the garage
and he had a car in the garage and he had a car in the garage
and he had a car in the garage and he had a car in the garage

and he had a car in the garage and he had a car in the garage
and he had a car in the garage and he had a car in the garage
and he had a car in the garage and he had a car in the garage
and he had a car in the garage and he had a car in the garage

and he had a car in the garage and he had a car in the garage
and he had a car in the garage and he had a car in the garage
and he had a car in the garage and he had a car in the garage
and he had a car in the garage and he had a car in the garage
and he had a car in the garage and he had a car in the garage

Bill: On the other hand?

Georgina: On the other hand, and when they had the car in the garage
and when they were making the car, and when they were making the car
and when they were making the car, and when they were making the car
and when they were making the car, and when they were making the car

Bill: The car was in the garage, and when they were making the car

Georgina: No, they were making the car, and when they were making the car
and when they were making the car, and when they were making the car
and when they were making the car, and when they were making the car
and when they were making the car, and when they were making the car
and when they were making the car, and when they were making the car

Gilb: That's still the case, isn't it?

Coggins: Yes, more and more. That's the waste of the whole business. Patterson finally decided to go out and sell these parts, and it soon developed into a business. In two or three years he had stores in San Francisco, Oakland, San Jose, Fresno.

Gilb: Now wasn't it a little strange for a professed Socialist to go in the business and furthermore to go into it successfully? Did you think that was a paradox?

Coggins: Well, if a Socialist went into business, I would not blame him for trying to be successful. What else would you have Socialists do?

Gilb: I'm assuming that Socialists are against the competition of many small businesses, so that there is a contradiction when a Socialist becomes a small businessman.

Coggins: Would you choose unemployment?

Gilb: No. I think...

Coggins: He knows the system; that might give him more incentive to establish himself as securely as possible. He can have his beliefs with him if he

Miss

That's all for now, isn't it?

Georgina

Yes, now and then. There's the end of the world

business. Yesterday I didn't think so, but now

well, these things, and it's not a very pleasant

business. In the end, there's the end of the

San Francisco, Oakland, San Jose, Fresno.

Miss

How much is it? I think it's a good deal

collected to go to the business and to the

to take it, I think it's a very good thing that

probably

Georgina

Well, it's a business, isn't it? I would not

please him for being so successful. It's a

well, you have to be successful, don't you?

Miss

I'm sure you're a very successful person, aren't you?

perhaps it's not a very good thing, but it's

is a very good thing that a business is a very

business.

Georgina

Well, you have to be successful, don't you?

Miss

Yes, I think...

Georgina

He knows the answer, doesn't he? It's a

business, isn't it? It's a very good thing

perhaps. He can have his business, and he can

wants to. If he can make money, he can donate it to his beliefs.

Gilb: But in continuing to profess Socialism he was in a way, after he became a successful small businessman, professing his own doom.

Coggins: Well, yes, in a way. I met Patterson on the street one time and he seemed to be put out. Somewhere along the line of his market there had been a strike. "In other words," he said, "they're doing what you and I spent the best years of our lives telling them to do." (laughter)

Gilb: How would a Socialist employer react to a strike?

Coggins: It depends on the Socialist and his make-up. Some of them change psychologically. Today, however, few small employers allow a strike. Employers are following a lot of labor demands.

Gilb: Following?

Coggins: I mean we're insuring our people in new ways today. There's a lot of things that employers do now along the lines of labor welfare.

Gilb: To go back to the development of Patterson Parts, Inc. You became a stockholder at one time.

Coggins: Yes. And also director.

Gilb: How many stockholders were there?

Went on. It is now some time, he said, that it

is his belief.

Miss:

But in coming to the decision he was of a

fact, after the whole of the world's testimony,

proceeding on the fact.

Constance:

Well, yes, it is a fact. I am not sure, but I think

one thing and he seemed to be the same, I think

about the fact of his having been a witness.

"In other words," he said, "I have been told that you

and I were the only ones to see the thing that

is the," (laughing)

Miss:

Now what a ridiculous mistake it is to think

Constance:

It seems to me the matter is not so simple. Now

in this case, particularly, I think, I think

the matter is not so simple. I think, I think

Following a lot of other people.

Miss:

Following?

Constance:

I am not sure, but I think it is not so simple.

There's a lot of other people who are also

the kind of thing that

Miss:

It is not so simple, but I think it is not so simple.

And, I think, I think it is not so simple.

Constance:

Yes, I think it is not so simple.

Miss:

Now many people are also

- Coggins: I don't know. Must have been eighty or ninety.
- Gilb: And mostly drawn from this region, weren't they?
- Coggins: Mostly drawn from the town of Pinole, the Hercules Power Plant, where Patterson had grown up.
- Gilb: Were many of these stockholders Socialists?
- Coggins: Not so many. A few. Most of them were people who had some savings.
- Gilb: How big a stockholder were you?
- Coggins: I only had ten shares, but my wife had twenty.
- Gilb: How did you happen to be director, then?
- Coggins: Well, because in the whole group there was hardly anyone with a business experience. Patterson himself had been a carpenter, never been in business, and I don't recall any of them that even had a small business like I had.
- Gilb: And this business grew, and of course there was a great boom in the automobile industry in the twenties, so there was a big market, and then eventually it ran into trouble, didn't you say?
- Coggins: Yes, it overexpanded. They spent too much and owed too much. It was obvious that they had to have some kind of showdown. Pressure from the bank forced a meeting.
- Gilb: Was this after the 'twenty-nine crash or before?
- Coggins: Oh, before.

Geologist:

I don't know. What have been reports in Alaska?

Glenn:

And mostly about the coal fields, haven't they?

Geologist:

Mostly about the coal fields, but sometimes

about the oil fields, too.

Glenn:

Have you any of these geological collections?

Geologist:

Not as many as I like. I have some more, but

not as many as I like.

Glenn:

How old a collection have you?

Geologist:

I only had the present, but I have had some

Glenn:

and this has been so for some time.

Geologist:

Well, perhaps in the next few years you might

perhaps with a business enterprise. I have been

and have a number of things in the collection, and

I don't know, but I have been very much

interested in it.

Glenn:

And this collection, then, are all these things and a

great deal of the collection, I think, in the collection.

of these are a few things, and this collection is

very large, I think, I am sure.

Geologist:

Yes, it is very large. I am sure it is very

large. It has a great deal of the collection, and

kind of collection. I am sure it is very

large.

Glenn:

Yes, it is very large. I am sure it is very

Geologist: Yes, it is very large.

Gilb: Would it have been in the depression of 'twenty-one?

Coggins: Yes. At that time I was still in the stationery business too, and I noticed the stationery was hit by the depression, but it didn't have any effect on auto parts.

Gilb: So the stockholders were forced to meet. And what happened at that meeting?

Coggins: Patterson resigned. He was ready to resign. And a lot of the people in it resigned at the time; some of them sold their stock. Those that were left wanted to save what they could out of the business, and they asked me to take it over and either liquidate it, or if I thought I could, go ahead and run it as economically as possible.

When I saw the volume they had, I was greatly impressed, because I had never known any business that built up to five, six, seven hundred thousand dollars volume in such a short time.

Gilb: This sum refers to what, their gross income?

Coggins: Volume of sales. And in most businesses that is the problem. In this one, the problem was keeping costs down.

Gilb: So what did you decide to do?

Gill:

Would it not seem in the department of 'country-land'?

Gough:

Yes. At that time I was still in the missionary

business too, and I noticed the stationery was all

by the department, but it didn't make any other

into parts.

Gill:

Is the geographical name found in your, the name

known at that meeting?

Gough:

Yes, certainly. It was found in the name, and a

lot of the people in it seemed to be the same

of some kind. I don't know, but I don't

wanted to say that they were not of the same

and they seemed to be the same. I don't know if they

it, or if I thought I didn't, or what, but I

thought it was possible.

When I saw the volume they had, I was really

impressed, because I had never before seen

what he had up to that time, and I was

quite sure in my mind that

Gill:

This was what he had, and I was

Gough:

Volume of the. And in that volume I

the people. In this case, the name was

quite new.

Gill:

Is that the name you

Coggins: Well, knowing myself and knowing that I was not an executive, I decided to get the employees to carry the load. And I got figures together about our volume, the cost of doing business, and so on, and figured what our gross profit was. Then we figured what our expenses would be and, including a little margin for the corporation security, the amount that was left we decided was what could be paid in wages and salaries. And we took a census of our employees and divided up on the basis of their present salaries, figured each one's percentage of the total wage and salary allotment.

Gilb: In other words, the workers were to have a profit-sharing interest in the business.

Coggins: They would have an allowance based on their share of the intake.

Gilb: Was this to be a percentage over and above a fixed salary?

Coggins: Each one had a drawing account. At the end of the month a balance was to be paid in a bonus.

Gilb: And what if there were losses rather than gains? What would happen to their salaries?

Coggins: I think they would probably have to make a readjustment after it went down, but it didn't happen, because we were not overstaffed.

Q: Well, knowing myself and knowing that I was not

an attorney, I decided to get the employees to

carry the load. And I got the employees to

carry the load, the cost of doing business, and so on,

and figured what the business would be. Then we

figured what the business would be, including a

little margin for the management's fee, and

found that we had to decide what the cost of

doing the business was, and we had to decide

at our employees and divided up the basis of

their present salaries. They had some idea of

of the total cost and salary structure.

Q: In other words, the business was to have a profit?

A: That is correct.

Q: They would have an agreement based on their share

of the income.

Q: And that is a business plan, is it not?

A: Yes, it is.

Q: And that is a business plan, is it not?

A: Yes, it is.

Q: And that is a business plan, is it not?

A: Yes, it is.

Q: And that is a business plan, is it not?

A: Yes, it is.

Q: And that is a business plan, is it not?

A: Yes, it is.

Q: And that is a business plan, is it not?

A: Yes, it is.

Gilb: I see. Well now, what provision did you make for dividends to the stockholders?

Coggins: Well, that didn't come for a long time afterwards.

Gilb: You didn't assume that there would be dividends afterwards.

Coggins: No. We didn't aspire to dividends for some time. Our first job was to continue in business.

Gilb: So that at least their stock would be worth something.

Coggins: Some people were so anxious to get out that \$100 shares went for \$20. Some of them as low as \$10. People were ready to get out.

Gilb: Was this a rather unique arrangement, this profit-sharing?

Coggins: I don't recall any set-up just like it. But profit-sharing is not uncommon. Come to think of it, a very natural thing. It's a sort of partnership.

Gilb: What was your motivation in doing this? To keep the employees there?

Coggins: I knew nothing about the business. I thought they were the only people who could run it.

Gilb: This would give them incentive, is that it?

Coggins: Yes. In other words, I wanted to put them in as nearly as possible the position of owners. So that they would have all of the hopes and responsibilities of owners.

CLIFF: I see. Well now, what would you like to do for me?
Sylvester in the background

COMSTOCK: Well, what would you like to do for a long time afterwards?
CLIFF: You know I would like to see you in the
afternoon.

COMSTOCK: Oh, the things I would like to see you in the
afternoon. I would like to see you in the afternoon.

CLIFF: Oh, the things I would like to see you in the
afternoon. I would like to see you in the afternoon.

COMSTOCK: Oh, the things I would like to see you in the
afternoon. I would like to see you in the afternoon.

CLIFF: Oh, the things I would like to see you in the
afternoon. I would like to see you in the afternoon.

COMSTOCK: Oh, the things I would like to see you in the
afternoon. I would like to see you in the afternoon.

CLIFF: Oh, the things I would like to see you in the
afternoon. I would like to see you in the afternoon.

COMSTOCK: Oh, the things I would like to see you in the
afternoon. I would like to see you in the afternoon.

CLIFF: Oh, the things I would like to see you in the
afternoon. I would like to see you in the afternoon.

COMSTOCK: Oh, the things I would like to see you in the
afternoon. I would like to see you in the afternoon.

CLIFF: Oh, the things I would like to see you in the
afternoon. I would like to see you in the afternoon.

Gilb: This was sort of largess on your part. How did they react?

Coggins: Well, they all stayed with us. But I didn't feel there was any generosity involved in the matter. It was merely an effort to compensate accurately and fairly for the desired end. Moreover it was not my property. For a long while people used to think we were going out of business. And when I heard the door open, I expected it was the sheriff (laughter).

Gilb: But you did last.

Coggins: And we went through the Depression that way without discharging anybody.

Gilb: And you kept your employees loyal.

Coggins: Well, we kept our employees anyway. Once an applicant for a job said, "I hear you never fire anybody." It wasn't quite true. We fired very few.

Gilb: And you had very few quit.

Coggins: Yes. Very few. Most of them have been with us nearly all their working lives.

Gilb: Did they render efficient service?

Coggins: Yes. They really did. A manufacturer one time told me, "I really think your company gets more work out of your people than anyone else." He felt he was praising me.

There has been no change in the price of the stock.

1890

Very much the same.

There has been no change in the price of the stock.

1891

There has been no change in the price of the stock.

There has been no change in the price of the stock.

There has been no change in the price of the stock.

There has been no change in the price of the stock.

There has been no change in the price of the stock.

There has been no change in the price of the stock.

There has been no change in the price of the stock.

1892

There has been no change in the price of the stock.

1893

There has been no change in the price of the stock.

There has been no change in the price of the stock.

1894

There has been no change in the price of the stock.

There has been no change in the price of the stock.

1895

There has been no change in the price of the stock.

There has been no change in the price of the stock.

1896

There has been no change in the price of the stock.

There has been no change in the price of the stock.

1897

There has been no change in the price of the stock.

There has been no change in the price of the stock.

1898

There has been no change in the price of the stock.

There has been no change in the price of the stock.

1899

There has been no change in the price of the stock.

There has been no change in the price of the stock.

There has been no change in the price of the stock.

- Gilb: And you attribute this to this profit-sharing arrangement.
- Coggins: Yes. To a certain extent I think our boys feel they are working for themselves. More than in some companies, anyway.
- Gilb: Didn't you tell me that you have a little trouble now even getting people to come to work for you?
- Coggins: Well, everybody has trouble now, but not in times past. Today nearly everybody who is proficient and a good workman is employed. One of the reasons that we haven't been able to expand is because we can't get the type of people that could expand.
- Gilb: You don't find this profit-sharing arrangement is an inducement.
- Coggins: If you open a new store, the profits wouldn't be large enough to attract an outside go-getter. He could do better right away in a big company. The other type of employee would not want the strain of management. One boy told me, "I am not going to try to get rich. All I want is to be secure." This was before the period of full employment. And that's why he was interested in us at the time. We offered security, you see. He knew that we'd kept

And you think this is the best possible arrangement.

Bill:

Yes. In a certain extent I think you have some very good things for the Government. But when it comes to the matter of the money, it's a different story.

Bill:

Didn't you tell me that you have a little trouble now even making money to run the show?

Bill:

Well, everybody has trouble now, but not in the same way. Today nearly everybody who is in business has a good business in the market. One of the reasons for this is that the Government is spending a lot of money. It's not the type of money that you can't get.

Bill:

You don't like this kind of thing, do you?

Bill:

If you want a new show, the best way to do it is to have a large enough to attract an outside audience. It could be better than any in the country. The other type of business which is not well run is the management. One of the things that I am going to try to do is to get the best of the business. This was before the time of the Government. And that's why he was interested in me to do this. He offered me a job. He was not a very good man.

all our people when other people unhesitatingly let them off to curtail expenses.

But today the big companies can offer a good salary right from the start and apparently security too. I think that Standard Oil has a standing order in at Stanford for five hundred engineers. And all big companies are that way. Our jobs at first were pretty closely related in a way to manual work. But the sons of our employees are taking college courses. They don't want this skill that you get only from experience.

Gilb: What is the average background of the people who have been with you a long time? They are not college-trained, I take it.

Coggins: No. None of them were. We had no college-trained people in the group. They were mechanics and boys who went out for jobs. Some of them became salesmen. Some of their parents had worked with their hands, and the boys were captivated by the automobile. They unconsciously trained themselves, as a plaything first, then as a business.

Gilb: Now what is your function? What is your title?

Coggins: President.

All our people have been very obediently and
from all to fulfill commands.

But today the big moment has come and now
every night they stand and pray with devotion
and I believe that tonight they are all
ready to be baptized in the baptism of repentance.
And all the people are now ready. And now
there are many who are ready to be baptized
and now. And the work of our people is
being done. They are all ready to be
baptized and now they are ready.

Slide:

What is the meaning of the baptism of
repentance? It is a baptism of the heart
and it is a baptism of the mind. It is a
baptism of the soul. It is a baptism of the
body. It is a baptism of the spirit.

Conclusion:

Now, about the baptism of the heart. We have no baptism of the heart. We have no baptism of the mind. We have no baptism of the soul. We have no baptism of the body. We have no baptism of the spirit. We have no baptism of the heart. We have no baptism of the mind. We have no baptism of the soul. We have no baptism of the body. We have no baptism of the spirit.

Slide:

Now, about the baptism of the heart. We have no baptism of the heart. We have no baptism of the mind. We have no baptism of the soul. We have no baptism of the body. We have no baptism of the spirit.

Conclusion:

Therefore,

Gilb: You're president and general manager. And you exercise this function largely by delegating work to the employees.

Coggins: Yes. In other words, I think the only thing I've done for the company is I've left the employees free to work.

Gilb: How many employees do you have?

Coggins: About thirty-five.

Gilb: Do they get together in meetings to make policy decisions?

Coggins: Yes. When the manager thinks it necessary.

Gilb: How many stores are there now?

Coggins: Three now.

Gilb: Where?

Coggins: San Jose, San Francisco, and Oakland.

Gilb: And each store works out its own policy?

Coggins: Yes. But there are some decisions that they don't want to make.

Gilb: What decisions do you reserve for yourself?

Coggins: No particular ones. But if they want to move their store, they would come to me.

Gilb: Have you ever had to change any decision they made?

Coggins: Well, San Francisco boys were very anxious to move about a year ago. And I felt it was a pretty bad

01141: Yes, I've heard that and several others. And the
 01142: according to the historical record, the following
 01143: words in the original.
 01144: Yes. In your words, I think you will agree I've
 01145: done you the courtesy of the fact the following
 01146: type is such.
 01147: But may continue in the same
 01148: about 1914-1915.
 01149: Do they not represent in general in your opinion
 01150: variations?
 01151: Yes. When you compare them to the original.
 01152: But may always and have been
 01153: found are.
 01154: There.
 01155: Ben Jones, Ben Thompson, and others.
 01156: And also there were the old ones.
 01157: Yes. But those are more similar to the old ones.
 01158: And so on.
 01159: What variation is the greatest for yourself?
 01160: No particular one. But if they are to some extent
 01161: shown, they would be in the
 01162: have no more and to show the original they would
 01163: Well, the following were very similar to the
 01164: about a year ago. And I think I was a pretty big

time to move, and not a good location. While I didn't forbid it, they knew I didn't think it was a good move, and they didn't do it. There are not many major decisions. After all, there is a routine to a store. There are lots of small decisions. If you make a mistake, you try to find out what to do as quickly as you can to correct it. I mean, you rent a store and you stay there, and routine sort of takes over in a way. Salesmen go out on their territories and look for new accounts. Your counter men satisfy the ones that come in. It's sort of institutionalized. Circumstances make many decisions for you.

Gilb: Do you find some men more willing than others to take a lead in making decisions?

Coggins: Yes, but very few. Most of them want to follow.

Gilb: Can you describe some of the typical people who become leaders in this store?

Coggins: Well, we have one boy whose father was a soldier in the German army. His father was I think rather severe with him and almost regimented him--I won't go into details. His life was a serious life right from the start. His first job was in a store selling vegetables, and he was just miserable.

He spent all his lunch hours trying to find another job. He was finally offered a job in an automobile parts store, and when we opened a store near him, he applied for a job there. That was back about 1923 or 1924. And he is now our best manager. A very systematic person. He gets up at six o'clock in the morning if necessary, gets down to the store early. He puts his whole life into it. But it takes a lot out of him. I don't wonder that the other boys don't want to do that.

On the other hand, we have a boy whose biggest interest is umpiring basketball games at night.

Gilb: You have three stores. Do you go around from one to the other?

Coggins: Well, not as much as I used to and not as much as I ought to.

Gilb: How do you spend your time, on the average?

Coggins: Everybody asks me that. (laughter) I read the mail, watch the invoices as they come in. I tabulate costs and expenses to check on our profits or losses. I do a little writing.

Gilb: At the store?

Coggins: Yes, sometimes. I do compile figures. I compare costs for last year to this year. We use those as warnings if they are going up. We do find that our margin of profit is getting less all the time.

He spent all his time trying to find answers
for. He was finally offered a job in an automobile
parts store, and then he spent a time there also.
He applied for a job there, but was not hired.
In 1911 or 1912, he was in the car wash business. A
very systematic person. He got up at six o'clock
in the morning if necessary, and down to his store
early. He puts the machine into late 11. But it
takes a lot out of him. I don't wonder that the
other boys don't want to work for him.

In the other hand, we have a boy whose business
interest is entirely financially from the night.

Oliver: You have given a story. Do you go around from one
to the other?

DeGrazia: Well, not as much as I used to but I still do
I ought to.

Oliver: How do you spend your time, on the average?
DeGrazia: Everybody has his time. (Laughs) I have the

entire, except the business we have now in. I
spend most of my time and attention to what we are doing
or doing. I am a little writer.

Oliver: At the moment?
DeGrazia: Yes, sometimes. I do some writing. I do some

work for a few years to this point. In the future we
wonder if they are going to. We do not want to
wonder at what is going on. I don't know.

Gilb: How do you account for that?

Coggins: The pressure of increased wages, increased expenses from the manufacturer, all the way down the line. Everything is costing more. This causes a conflict. Buyers don't want to pay for increased costs. And as long as there's competition, you can't just dictate prices to a customer. He begins to look around and see whether prices are the same all over.

Gilb: And you feel that your worst competition is the very big firms that have you at a disadvantage.

Coggins: I don't know that they have such a great advantage. I think they're up against the same thing too. They have tremendous costs too. I think in one way we have an advantage on them--our costs go down automatically if our volume goes down. They have fixed overhead.

Gilb: What was the original capitalization of your company?

Coggins: Its authorized capital was \$250,000. They sold almost \$170,000 worth of stock.

Gilb: What would you say the capitalization has grown to today?

Coggins: Very little more. I think our surpluses amount to \$50,000 or \$60,000.

Gilb: The stockholders are by and large the original stockholders?

Bill:

How do you account for that?

Georgina:

The pressure of increased wages, increased expenses from the manufacturing, all the way down the line. Everything is coming more. This causes a conflict. Before that's time to get in increased wages. And as long as capital's competition, you don't have to make prices to a customer. The reason to look around and see whether prices are the same all over.

Bill:

And you feel that your own competition is the very big thing that's gone out of the picture.

Georgina:

I don't know that they have a great advantage. I think they're up against the same thing too. They have tremendous costs too. I think in the way we have an advantage in the way we handle our business. They have a big overhead. They have a big overhead.

Bill:

What was the original organization of your company?

Georgina:

The authorized capital was \$250,000. They were almost \$150,000 in at present.

Bill:

What would you say the organization has grown to today?

Georgina:

Very little more. I think the employees amount to \$50,000 or \$60,000.

Bill:

The shareholders are by and large the same as the original?

Coggins: They have largely been replaced; the boys have been buying the stock ever since.

Gilb: The employees.

Coggins: Yes.

Gilb: And you're a large stockholder yourself?

Coggins: I'm the largest single stockholder.

Gilb: I see. And what's happened to Mr. Patterson?

Coggins: He's in business for himself.

Gilb: Has your firm been able to pay sizable dividends?

Coggins: Well, for us that bought the stock cheap, it's paying big dividends. But on the original capitalization, it's only paying about two or three percent.

Gilb: You bought it at a time when other people wanted to sacrifice?

Coggins: They wanted to get out. They thought they would lose all their investment.

Gilb: You feel by and large that it was a successful company?

Coggins: That depends on the viewpoint. I think we offer a job security that few other companies have. I think we could all weather a depression together.

Gilb: The company would keep the workers around even if there wasn't enough work for all?

Georgina: They have largely been replaced; the boys have been paying the school over again.

Edith: The registers.

Georgina: Yes.

Edith: And you're a large stockholder yourself?

Georgina: I'm the largest single shareholder.

Edith: I see. And you're married to Mr. Vainman?

Georgina: He's in business for himself.

Edith: Has your firm been able to pay sizable dividends?

Georgina: Well, for as long as the stock market, it's paying big dividends. But on the whole

disappointed, I'd say saying what you do

three years.

Edith: The company is at a time when other people wanted

to sell?

Georgina: They wanted to get out. They thought the price

was all right.

Edith: You feel by and large that it was a mistake?

Georgina: I think so.

Edith: That depends on the viewpoint. I think so, too.

Georgina: I don't think so. I think it was a mistake.

Edith: I think it was a mistake.

Georgina: The company would have the highest record in the

last year's record.

Coggins: Even in a depression it isn't always the work that's scarce. It's the profits that are lacking. This in a way creates extra work. Effort to get more sales. And when it's slow, it's slow for everybody. There's no one particularly you could point to and say he's the one not needed.

Gilb: There wouldn't be any attempt to reorganize the company so you could fire people and therefore save money so the others would have more profit?

Coggins: People might get in there that would want to do that, but it wouldn't have to be.

Gilb: And the general attitude during the last big depression was not to do that.

Coggins: We didn't do that. We didn't let go anybody on account of the depression.

National Standard Parts Association

Gilb: Do you belong to a trade organization?

Coggins: Patterson Parts was one of the founders of the national organization.

Gilb: Oh, when was this?

Coggins: About 1922, I guess. The National Standard Parts Association.

Gilb: And who belongs to this association?

There's no one particularly who would hold the
same view as you and I.

Coggins: I guess about five or six hundred jobbers in the country belong to it. And manufacturers. More manufacturers.

Gilb: What's the function of it?

Coggins: Well, we have our conventions, we have our shows, where manufacturers show their lines. Lately it's been in the Furniture Mart in Chicago. And we go there to complain (laughter) to the manufacturer, and he's there to explain why he's right and we're not. They expect a lot of that. They expect us to come back and bring our grievances. Then we pass resolutions and they pass resolutions. It's a dual organization. The manufacturers meet all together and the jobbers have their own meetings. And then we'll have a common meeting. Sometimes the fur flies.

Gilb: Over what sorts of things is there trouble?

Coggins: Prices, discounts, policies, partly as to whom they sell to. For instance, if the company sells to Montgomery Ward or a chain organization, it used to be a subject for combat.

Gilb: Why should they fight over that?

Coggins: We'll just say that chain stores have a tremendous buying power. And they tempt these people with big

Original: I agree about five or six months ago in the
meeting place in it, and several others, I have
understand.

Slide: What's the meaning of it?
Original: Well, we have one commission, we have one thing,
these hundred and twenty years ago. I think it's
been in the business since the beginning, and we do
know to know (I think) to the commission,
and that's the reason we have a right and wrong
not. That's what a lot of people. That's what it is
down here and what we're doing. I don't want
to mention and that's the reason. It's a fact
organization. The organization was all together
and the people were doing very well. And that
will have a good result. I think it's the
time.

Slide: Over what kind of things is there trouble?
Original: I don't know, I don't know, I don't know
it is, I don't know, it's the same thing
I don't know, it's a good thing, it's a good thing
I don't know, it's a good thing.

Slide: Why should you fight over that?
Original: Well, I don't know, I don't know, I don't know
I don't know, I don't know, I don't know, I don't know.

orders at low prices which will take care of their factory costs for maybe a year. Buying at a lower price, they can undersell us.

Gilb: So part of this association's function is to keep prices up.

Coggins: Yes, to preserve our profit! That is the purpose of it entirely.

Gilb: And do you actually get together and fix prices?

Coggins: No, you're not allowed to do that, I think. The manufacturer sends us a list and that's our price. But a chain store can catalog a better price than we can offer.

Gilb: How do you stop them if you don't like it?

Coggins: We can't stop them, but if a certain manufacturer gets known for that, jobbers are apt to lay off his line.

Gilb: In other words, you have a sort of jobbers' boycott.

Coggins: Well, no more than the housewife who patronizes the man who serves her best. We try to buy lines with stabilized selling prices.

Gilb: Have you been a leader in this trade association?

Coggins: No. I don't lead anything if I can help it.

Gilb: I saw somewhere a description of you as the Will Rogers of the automotive parts industry. You must make speeches.

orders as low prices will take care of them
factory could for weeks a year. Making at a lower
price, they are certainly not.

Gilbert: No part of this manufacturing's business is to keep
prices up.

Goughnour: Yes, to preserve our market. That is the purpose
of it entirely.

Gilbert: And you naturally get together and fix prices?

Goughnour: No, you're not allowed to do that, I think. The
manufacturer sends us a list and sends our price.
But a dealer who can get a better price than
we can offer.

Gilbert: How do you know that if you don't like it?

Goughnour: We don't stop them, but if a certain manufacturer
gets known for that, Goughnour can go to lay off his
line.

Gilbert: In other words, you have a sort of "black list" system?

Goughnour: Well, we have that the manufacturer who produces the
can who never let down. We try to get them with
established selling prices.

Gilbert: Have you been a leader in this recent development?

Goughnour: No, I don't have anything to say about it.

Gilbert: I am somewhat a supporter of you as the Will
figure of the economic party leader. You must
not forget.

Coggins: I did. I spoke about six or seven years in succession, until I got tired of my own voice, and then on the organization's twenty-fifth anniversary I spoke again. I promised sometime again to give the talk that I gave in 1931, which I had heard about a great deal. I poke fun at the business as much as possible.

Gilb: Do you ever talk Socialism among the other jobbers?

Coggins: Not openly. I've never been asked to. (laughter)

Gilb: How do their politics usually run?

Coggins: They're conservatives. They're not all people of great cultural background. They're people who worked their way up. Some of them are mechanics. They've got to the stage where they feel that what they've earned belongs to them and the thought of the government taking away doesn't seem fair to them. I have ridiculed a good many of our practices. That was one of the things that was brought against me, that I was a Socialist.

Gilb: Brought against you by whom?

Coggins: Patterson.

Gilb: Oh. I thought he was a Socialist also.

Coggins: He was. But he became resentful after he saw that the business was continuing to run.

... I told, I spoke about him as a very great man
unquestionably, until I had lived of my own volition, and
then on the occasion of a family dinner I spoke of
I spoke again. I promised sometimes again to give him
again that I gave in 1911, which I had never given
a great deal. I gave him at the time as much
as possible.

... Do you know this beautiful house that I have
not spoken of? I have never been asked for it. (Sighs)
Now we have decided to sell it.

... They're conservative. They're not all people of
great originality. They're not all people of
great ideas. Some of them are very good.
They're not all the same. Some are very good.
They're not all the same. Some are very good.
The government taking over would mean help to
them. I have decided a good many of the problems.
That was one of the things that was decided upon
at that time.

... I have decided a good many of the problems.
That was one of the things that was decided upon
at that time.

... I have decided a good many of the problems.
That was one of the things that was decided upon
at that time.

Gilb: Your company is sort of Socialism in action, isn't it?

Coggins: It's not comprehensive enough to be Socialism. But it's cooperation. We try to use cooperation to the limit.

Gilb: And it's worked.

Coggins: Yes, it's worked in this way, that we've been content. Some months I make less money than a store manager of a salesman. And I am perfectly willing, because they're building up something that's partly mine. And I'm not taking the punishment they do. I don't feel my job is worth as much as theirs. It's my fault that my job isn't a bigger paid job. But I don't want to pay the price in struggle.

Gilb: Well, perhaps you deserve this for having had this wonderful executive idea of--

Coggins: All I claim for the plan is that it has made jobs for all of us for thirty years. The employees know that. Some of them also know that they could have gone out at any time in the last ten years and made more money than with us. But they didn't want to do it.

* * * * *

transcribers: WB & KW
typist: KW

1212

B

PARTIAL INDEX

Agassiz, Louis.....	15
Aked, Dr.....	116
Alger, Horatio.....	17-19, 27
Alien Land Law.....	118
Anthony, Susan B.....	11
Anti-Slavery Society.....	4
Atherton, Gertrude.....	74
Austin, Mary.....	65
Automotive Parts Industry.....	145-60
Bancroft Whitney Co.....	45
Barrows, General David.....	78
Barry, John.....	74-83, 116, 139
Bashford, Herbert.....	66
Beach, Commander E. L.....	20
Beatty, Bessie.....	54, 116
Beck, Tom.....	136-37
Bierce, Ambrose.....	67
Blackwell, Alice.....	11
Bland, Henry Meade.....	66
Blossom, Sumner.....	137
Bok, Edward.....	9, 29
Book-jobbing.....	48-9
Book-selling.....	60-4
Booth.....	96

ALPHABETIC LIST

Adams, John 12
 Allen, John 13
 Allen, Thomas 14
 Allen, John 15
 Allen, John 16
 Allen, John 17
 Allen, John 18
 Allen, John 19
 Allen, John 20
 Allen, John 21
 Allen, John 22
 Allen, John 23
 Allen, John 24
 Allen, John 25
 Allen, John 26
 Allen, John 27
 Allen, John 28
 Allen, John 29
 Allen, John 30
 Allen, John 31
 Allen, John 32
 Allen, John 33
 Allen, John 34
 Allen, John 35
 Allen, John 36
 Allen, John 37
 Allen, John 38
 Allen, John 39
 Allen, John 40
 Allen, John 41
 Allen, John 42
 Allen, John 43
 Allen, John 44
 Allen, John 45
 Allen, John 46
 Allen, John 47
 Allen, John 48
 Allen, John 49
 Allen, John 50
 Allen, John 51
 Allen, John 52
 Allen, John 53
 Allen, John 54
 Allen, John 55
 Allen, John 56
 Allen, John 57
 Allen, John 58
 Allen, John 59
 Allen, John 60
 Allen, John 61
 Allen, John 62
 Allen, John 63
 Allen, John 64
 Allen, John 65
 Allen, John 66
 Allen, John 67
 Allen, John 68
 Allen, John 69
 Allen, John 70
 Allen, John 71
 Allen, John 72
 Allen, John 73
 Allen, John 74
 Allen, John 75
 Allen, John 76
 Allen, John 77
 Allen, John 78
 Allen, John 79
 Allen, John 80
 Allen, John 81
 Allen, John 82
 Allen, John 83
 Allen, John 84
 Allen, John 85
 Allen, John 86
 Allen, John 87
 Allen, John 88
 Allen, John 89
 Allen, John 90
 Allen, John 91
 Allen, John 92
 Allen, John 93
 Allen, John 94
 Allen, John 95
 Allen, John 96
 Allen, John 97
 Allen, John 98
 Allen, John 99
 Allen, John 100

Booth, Newton.....	2
Boyd, Thomas Parker.....	54
Browder, Earl.....	131
Bryan.....	123
Bumpus, Dr.Herman.....	14
Burgess, Gelett.....	62, 67
Cerf, Bennett.....	21
Clarke, Charles F.....	39-9
Coates, Joseph.....	28
Cobb, Irving.....	86
Coggins, Mrs.....	81-2, 140
Coggins, Etie (Shirpser).....	60, 135, 140-2
Communists.....	106-07, 109-15, 131
Conrad, Barnaby.....	21
Conscientious Objectors.....	103
Coolbrith, Ina.....	66-7, 73-4
Cox, Palmer.....	66
Criminal Syndicalism Laws.....	111
Curtis.....	9
Debs, Eugene V.....	92-3, 103-04, 116, 125, 126
Democratic Club, Philadelphia.....	32-7
Dodge, Mary Mapes.....	25, 38-9
Donelly.....	36
Doubleday.....	29
Doxey.....	64
Dreiser, Theodore.....	28
Durham, Israel.....	32

Elder, Paul.....	43, 62
Ellis, Edward S.....	22
Emerson.....	7
EPIC.....	126-29
Fairbanks, Harold.....	52
Field, Charles.....	23
Field, Mary.....	117
Field, Sara Bard.....	117
Fitch, George Hammond.....	86-7
Poster, Burt.....	19
Franklin Inn Club.....	9
Gallagher, Mary.....	107
Garnett, Porter.....	87
Garrison, William Lloyd.....	4
Gayley, Charles Mills.....	52
George, Henry.....	1-2, 35
Graham, John W.....	49
Grinnell, Mrs.....	133
H. H. Bancroft Co.....	42-3, 45, 48
Harding, Warren G.....	103-04
Harra, Archbishop.....	98
Harriman, Job.....	91
Harte, Bret.....	66
^{Henry} Henry, Frank.....	123
Hearst, William Randolph.....	78-9
Hiram Johnson Progressive Movement.....	95, 123
Hoag, Dr. Ernest Bryant.....	45-6, 58

Holder, Charles F.....	51
Hopper, Jimmy.....	85
Howard.....	80
Howe, Julia Ward.....	6-7
Hume, James.....	117
Hume, Mrs. James.....	117
Irwin, Wallace.....	66-7
Irwin, Will.....	62, 66-7
I.W.O.'s.....	102, 107-09
Jackson, Joseph Henry.....	44, 74, 86-7
Jeffers, Robinson.....	66
Jewish Committee for Personal Service...	140-141
Johnson, Grove L.....	2
Johnson, Tom.....	34
Jordan, David Starr.....	15, 46, 53, 66, 101, 134
Keeler, Charles.....	66
Keep, Josiah.....	52
Kipling, Rudyard.....	39
Kregar, Maynard.....	125
Kyne, Peter.....	83-6
LaFollette.....	122-23, 125
Laughlin, Gail.....	116-17
Lewis, Austin.....	108
Lewis, Oscar.....	26
Lewis, Sinclair.....	24, 85-6

Goldberg, Charles	121-122
Goldberg, Jimmy	122-123
Goldberg, Jimmy	123-124
Goldberg, Louis	124-125
Goldberg, Louis	125-126
Goldberg, Louis	126-127
Goldberg, Louis	127-128
Goldberg, Louis	128-129
Goldberg, Louis	129-130
Goldberg, Louis	130-131
Goldberg, Louis	131-132
Goldberg, Louis	132-133
Goldberg, Louis	133-134
Goldberg, Louis	134-135
Goldberg, Louis	135-136
Goldberg, Louis	136-137
Goldberg, Louis	137-138
Goldberg, Louis	138-139
Goldberg, Louis	139-140
Goldberg, Louis	140-141
Goldberg, Louis	141-142
Goldberg, Louis	142-143
Goldberg, Louis	143-144
Goldberg, Louis	144-145
Goldberg, Louis	145-146
Goldberg, Louis	146-147
Goldberg, Louis	147-148
Goldberg, Louis	148-149
Goldberg, Louis	149-150
Goldberg, Louis	150-151
Goldberg, Louis	151-152
Goldberg, Louis	152-153
Goldberg, Louis	153-154
Goldberg, Louis	154-155
Goldberg, Louis	155-156
Goldberg, Louis	156-157
Goldberg, Louis	157-158
Goldberg, Louis	158-159
Goldberg, Louis	159-160
Goldberg, Louis	160-161
Goldberg, Louis	161-162
Goldberg, Louis	162-163
Goldberg, Louis	163-164
Goldberg, Louis	164-165
Goldberg, Louis	165-166
Goldberg, Louis	166-167
Goldberg, Louis	167-168
Goldberg, Louis	168-169
Goldberg, Louis	169-170
Goldberg, Louis	170-171
Goldberg, Louis	171-172
Goldberg, Louis	172-173
Goldberg, Louis	173-174
Goldberg, Louis	174-175
Goldberg, Louis	175-176
Goldberg, Louis	176-177
Goldberg, Louis	177-178
Goldberg, Louis	178-179
Goldberg, Louis	179-180
Goldberg, Louis	180-181
Goldberg, Louis	181-182
Goldberg, Louis	182-183
Goldberg, Louis	183-184
Goldberg, Louis	184-185
Goldberg, Louis	185-186
Goldberg, Louis	186-187
Goldberg, Louis	187-188
Goldberg, Louis	188-189
Goldberg, Louis	189-190
Goldberg, Louis	190-191
Goldberg, Louis	191-192
Goldberg, Louis	192-193
Goldberg, Louis	193-194
Goldberg, Louis	194-195
Goldberg, Louis	195-196
Goldberg, Louis	196-197
Goldberg, Louis	197-198
Goldberg, Louis	198-199
Goldberg, Louis	199-200

Lockner, Louis.....	101
London, Jack.....	39-40, 74, 91, 111
Lorimer, George Horace.....	29, 83-4, 86
McClure.....	29, 34
McMasters, J. B.....	9
McNichol, Jim.....	32
Magnes, Leon.....	102
Malone, Paul B.....	19-20
Markham, Edwin.....	66, 71-3
Martin, Dave.....	32
Mencken, Henry.....	68-9
Miller, Joaquin.....	46, 53, 58-9, 65-8, 70-1, 73
Mitchell, W. Weir.....	9
Montgomery, L. M.....	24
Montgomery, Dr. Thomas.....	14
Mooney, Tom.....	105-06, 130, 142, 145
National Standard Parts Assn.....	160-163
Nearing, Scott.....	102
New Deal.....	111, 132
Neylan, John Francis.....	115, 113
Norris, Charles.....	85
Norris, Frank.....	29
Norris, Kathleen.....	85
O'Connor, Joe.....	80
O'Connor, Tom.....	113-15

.....	1911
.....	1912
.....	1913
.....	1914
.....	1915
.....	1916
.....	1917
.....	1918
.....	1919
.....	1920
.....	1921
.....	1922
.....	1923
.....	1924
.....	1925
.....	1926
.....	1927
.....	1928
.....	1929
.....	1930
.....	1931
.....	1932
.....	1933
.....	1934
.....	1935
.....	1936
.....	1937
.....	1938
.....	1939
.....	1940
.....	1941
.....	1942
.....	1943
.....	1944
.....	1945
.....	1946
.....	1947
.....	1948
.....	1949
.....	1950

Older, Fremont.....	70, 75-6, 78, 113, 116
Olson, Governor.....	130
Orientals.....	118
Ornithology.....	12-16, 133-35
Otis, James.....	19
Pacifism.....	99-105, 142
Patterson, W. D.....	105-06, 144-49, 159, 163
Patton.....	14
Pidgeon, Charles Felton.....	57
Prohibition.....	118-20, 129
Quakers.....	7-8, 104
Quinn, Judge.....	114-15
Rehm, J. A. G.....	14
Rieber, Mrs.....	72-3
Robertson, Alec.....	43, 63-4
Roosevelt, Theodore.....	46-7, 58-9
Ruef, Abe ("Boss").....	51, 123
Ryan.....	36
Sacramento, site of capitol.....	2-3
<u>Sacramento Union</u>	1-2
Shaw, Anna.....	11
Shepard, Morgan.....	62
Sill, Edward Rowland.....	66
Sinclair, Upton.....	69-70, 85-6, 127-28, 130
Skinner, Otis.....	27

Slavery.....	4,33
Smith, Aubrey.....	77
Smith, Clark Ashton.....	66
Socialist Party in Berkeley.....	88-132
Southern Pacific Railroad.....	2
Spreckels, Rudolph.....	123
Steffens, Lincoln.....	32,34
Sterling, George.....	43,64,66-9
Stern, Herman I.....	91
Stitt, Wilson.....	88-9,99,119-20, 125
Stoddard, Charles.....	66-7
Stone, Lucy.....	11
Stringham, Frank.....	121
Strong, Anna Louise.....	131
Taylor, Mayor.....	66
Terman, Dr. Lewis.....	45
Thomas, Norman.....	122,125,127
Thompson, William Hale.....	101
Thorndike, Dr. E. L.....	14
Trautwein.....	56
Twain, Mark (S. Clemens).....	1-2,26
Unitarian Church.....	6-8
Umy, Clarence.....	66
"vanity" press.....	55-57
Villard, Oswald Garrison.....	3-4

Alvord.....	12
Allen, Henry.....	77
Allen, Clark.....	97
Associated Party in Kentucky.....	100-101
Boothman, William.....	1
Bowman, J. M.....	122
Boyd, Lincoln.....	12, 14
Boyd, George.....	12, 14, 15
Boyd, James.....	17
Boyd, William.....	122, 111-112, 123
Boyd, George.....	122-123
Boyd, Mary.....	11
Boyd, John.....	121
Boyd, Anna.....	121
Taylor, George.....	12
Boyd, Dr. Lewis.....	12
Boyd, Thomas.....	121, 122, 123
Boyd, William.....	121
Boyd, W. H.....	12
Boyd.....	12
Boyd, Mary.....	12, 11-12
Boyd, George.....	12-13
Boyd, George.....	12
"Boyd" party.....	12-13
Boyd, George.....	12

Vollmer, Gus.....	90,136, 139
Vollmer, Mrs. Gus.....	139
Wagner, Harr.....	61
Walscott, Dr.....	14
Warren, Earl.....	123
Washington, Booker T.....	7
Wheatland Hop Riot.....	108
Whitaker & Ray.....	42, 45, 143
White, Stuart Edward.....	85
Whitman, Dr. O. F.....	14
Whitney, Anita.....	112, 116
Whittaker, Herman.....	85
Wiggin, Charles M.....	43, 61
Wiggins, Kate Douglas.....	55, 64
Williams, Churchill.....	29
Williamson, Passmore.....	3-4
Wilson, Harry Leon.....	86
Wilson, Woodrow.....	104-04, 120
Wister, Owen.....	9
Women's Suffrage movement.....	11, 116-17
Workingmen's Party.....	3
Works, Senator.....	101-02
World War I.....	99-101
World War II.....	100, 124
<u>Youth</u>	22, 42

I AM A MOUSE

One of the New York Times Hundred Best Children's Book of the Year

Choice of Parents' Magazine Book of the Month Club For Children.

81-41-258 S.T.

December, 1, 1959

Floral Park, N.Y.

Dear Mr. Coggins,

I have just finished reading your book, I am a mouse. And my father read it, and loved it.

We discuss Moose and his Chess-holders. We think its the best book ever written.

Do you think you could write another story about animals like -

Chickens, skunks, and eaters,
dogs, rattle snakes, chip monkeys.

Hoping you will reply.

I remain respectfully yours,

12/11/59

Libby J. Mantel.

Norman Thomas
235 EAST 22nd STREET
NEW YORK CITY

March 19, 1941.

Mr. Herbert Coggins,
Box 1566
Whiteside Press,
San Francisco, California.

Dear Herbert:

I certainly like that pamphlet choosing a reason
for war, and hope it will have a mighty big sale.

More power to you!

As ever yours,

A handwritten signature in cursive script that reads "Norman Thomas".

Norman Thomas

NT:L

AUGUST VOLLMER
925 EUCLID AVENUE
BERKELEY, CALIFORNIA

April 29, 1941

Dear Herbert:

Many thanks for the
copy of "Choosing a reason for
war". You have almost made
a pacifist out of a warrior -

With personal greetings from
Bob and

Yours sincerely
August Vollmer

96 Oakdale Avenue,
Mill Valley, California
June 12, 1971

Mr. Herbert Caggins,
Right Side Press,
Box 1566,
San Francisco, California.

My dear Sir:

Your "Choosing a Reason for War" has
hit the bull's eye. It's the by goddest best thing
I've ever damn seen for giving an insight
into the situation. It is good to see that the
sword of satire is still kept bright by use.
Voltaire may rest in peace.

Yours truly,
Hugh Robert Orr