

ONLY SAFE INVESTMENT WAY

Big Profits are a Jack-o'-Lantern

The Advice of Honest Men Who Know, and Willingness to Be Content With Reasonable Return, Declared Only Safe Road to Assured Income.

"Success in life depends upon the investments made of talents and time," says an article on investing prepared by the Committee on Public Education of the American Bankers Association. "Future return will be gain or loss, according to these investments. That is a law of life which controls investment of money, just as it controls investment of talents." The article, which is particularly timely in these days when so many are being robbed by fake investments, continues:

In the business sense, the word investment relates to the use of money in acquiring ownership of property. Ownership may represent entire possession of property as of a home; partial ownership as holding stock in a corporation; or conditional ownership as in the case of buying a mortgage or a bond. When a person makes an investment in bonds, he is really loaning his money to the government or corporation issuing them. He will receive the interest which they earn as long as he owns them, or until they are paid off.

Ownership of great corporations is vested in individuals who have invested money in their stock or bonds. Many people regard the ownership of the United States Steel Corporation, for example, as differing from the ownership of, say, a small workshop. Yet investors in shares of Steel Corporation stock are entitled to the same rights, under the law, as the owner of the workshop. In the corporation, the owners hold certificates of stock as evidence of their investment, whereas the owner of the little workshop holds a deed as title to his land.

Capitalistic Laws Protect Investors

Because the laws stand for the equal protection of all investors, it is possible and profitable to make good investments. It gives an incentive to work hard and to invest. The person who wishes to invest must first work and accumulate funds with which to do so.

Bonds are always secured by mortgages on the lands, buildings or other property of the corporation for which the money has been used. When a bond matures the money must be repaid to the owner of the bond.

All investors are a part of a great financial system which gathers up and puts to work the wealth of the country for the mutual benefit, prosperity, and well-being of all. In America, it is possible for any one who is willing to pay the price of self-denial and hard work, to be an investor. Good investments made in early life by saving such small sums as may be possible, lay the foundation for providing the comforts of later years, when it is harder to earn a livelihood and when poverty often becomes the condition of those who have not practiced thrift in youth.

It is not wise for those without ex-

perience to undertake to make investments of their money without guidance by those who know. Many companies are constantly being organized to promote unsound schemes, referred to as "wild-cat." There are always solicitors ready to relieve people of their savings by the promise of big returns. The lure of great wealth is always a temptation by which thousands of thrifty people are deprived of hard-earned savings every year. Widows and orphans who have inherited money are frequently sought and made the targets of these fake-stock salesmen. Misery and suffering are the usual results.

Great Defeats Safety

Many people with small means also lose money because they insist on a high rate of interest on their investments. Safety of principal should be considered above large returns in interest or dividends. Small investors should never buy high-rate, speculative investments, in which there is a great risk, but should stick to those which pay a fair rate and which are known to be safe.

To know whether an investment is worth buying the investor should go to a banker, or a successful business man in whom he has confidence, get his opinion and act in accordance with it. In all probability this will mean the difference between successful investment and total loss of his money.

The banker deals with investments every day and desires to give all the help and information he can, and the business man has learned by experience the need of caution and careful judgment. They believe one should have a clear understanding of an investment before it is purchased. They know the need for avoiding stock promotion schemes and get-rich-quick propositions which in many cases have brought poverty and suffering. While many states have passed laws aimed to protect the public against promoters of fake investments, thousands of people annually fall victims to their wiles, because they fail to seek advice of those experienced in making investments.

Good advice and temperate expectations mark the only road to safe investment and an assured income. There is no other certain way.

HOW A RIP-ROARING RADICAL WAS TAMED

By JOHN OAKWOOD

The best story of the taming of a radical I have ever read is told by A. B. Farquhar in his book "The First Million the Hardest." It throws more light on the meaning of capitalism and the futility of socialism than a library full of books on sociology, economics and politics. Here it is as Farquhar tells it:

"The best antidote for acute economic insanity is ownership of property. My favorite example is Otto Steininger. He was one of my first employees and was a rip-roaring anarchist. He insisted that all wealth came from the workers and therefore should go back to the workers. He was particularly bitter against his landlord and hardly a week went by that he did not announce that he had definitely decided that he would like to shoot the landlord the next time he came around for the rent. Finally I asked him smilingly after one of these outbursts:

"Buy, Don't Shoot."

"Why don't you buy your own house instead of shooting your landlord? Then you would not have to pay any rent. If you do shoot him you may get into trouble."

"He did not think much of the idea apparently but in a day or two he asked me how he could buy the house. I answered: 'That house can be bought for \$500. You are getting good wages. I will buy that house for you, take \$4 a week out of your wages, and in less than four years you will have it paid for.'

"He went off again. The next time he came back it was with his wife. He said: 'We are going to buy that house but since we have no children you can take \$15 instead of \$4 a week out of my pay envelope.'

"I bought the house and then Otto's chief concern was to get it paid for, which he did in a little more than a year. There was another house next door to him. In a short while after he had paid for his first house, he sidled up to me and said:

"I can buy that house next door for a thousand dollars. Now that we have to rent to pay we are going along good. What would you think about me buying that?"

"He bought that house and joined the hated landlord class. Some years later when it was reported that a band of strikers were advancing to shut all the factories, Otto rushed into my office at the head of an excited group of men from the shop yelling:

"Get us a lot of shotguns and we'll keep those fellows out of here! Those fools expect a man to work and save and then walk in here and take what he has got without paying for it!"

"And that," Farquhar concludes, "I think, is always the way to develop a conservative."

GROWING RECOGNITION OF ADVERTISING'S USE

Advertising first established its place as an economic factor as a sales aid, but as understanding and use of it have increased, its possibilities in other fields have developed until today we find it employed in many forms of service hitherto unthought of. Advertising has long been hampered in its use by precedent, tradition, conventions, and prejudices, which, under analysis and experience, find little to warrant their existence. Gradually the falsity of their claims is being proved.

We were told for many years that it was undignified for a bank or fiduciary institution to advertise, and this edict, born of some superstition of the past, was accepted without question until finally it was intelligently challenged and it was discovered under analysis that there was no sufficient reason for its support. The inevitable conclusion of logic is that, whatever is of genuine use to human beings, whether it be goods or services, can, with truth and dignity, be advertised and sold, and that it is just as proper to merchandise forms of service as various kinds of commodities.

In the logical development of this new understanding of the power of advertising during the last decade, we have seen many of our banking fiduciary and investment institutions actively employing the sales value of advertising in the marketing of their services. In this intelligent use of publicity they are not only increasing their own immediate business return, but they are also helping to spread a better understanding of financial service and economic fact and theory upon which solid business relations can be built.—Francis H. Sisson, Journal of the American Bankers Association.

Albany-Brownsville Stage Line

Daily Schedule

Brownsville hotel, Brownsville		St. Francis hotel, Albany			
P. M.	A. M.	STATIONS	Miles	A. M.	P. M.
2:10	8:00	Lv. BROWNSVILLE	0	11:45	5:45
2:35	8:25	HAISEY, Clark Confectionery	7	11:20	5:20
2:45	8:25	SHEDD, Thompson's Grocery	12	11:10	5:10
3:00	8:50	TANGENT, Mother's Inn	17	10:55	4:55
3:25	9:15	Ar. ALBANY	26	10:30	4:30

Stages arriving at Albany connect for Portland stages.

Stages leaving Albany connect with Portland stages.

Farm Bureau Program

Among measures favored by national legislative committee of the farm bureau are:

Acceptance of Ford's Muscle Shoals offer.

An excess profits tax.

Wage increase on the farms if possible without increased cost of crop production—that is, through increased efficiency of mechanical helps.

A truth-in-fabric law.

No government price fixing.

A Modern Barber Shop
Laundry sent Tuesdays
Dyeing, Cleaning and Pressing
ABE'S PLACE

THE BROWN MOUSE

Deadhead Advertising

Harry Woods of the Wellington (Kans.) News went to a church supper a few years ago to which he had been given a "free" ticket. As he neared the portals, he heard one good sister whisper to another, "Here comes one of those deadheads." Reflectively he ate his chicken wing and returned to his office and got out his trusty pencil. He found that he had given that particular supper just \$8.45 worth of advertising and in return therefor had received one chicken wing and the name of "deadhead." Since that day he has collected cash for all church suppers and other pay-socials, has never accepted a free ticket to anything and he also gets the choice part of the chicken.

The rule of the Enterprise is to give a reasonable amount of space free to announcements of religious or charitable doings to come, unless those doings have as an object the taking in of money. The publisher spends good money in printing these free notices. Where an entertainment is given for profit the object of an announcement in the paper is to increase that profit and the publisher demands pay for his services.

Mr. Wood's course is the correct one. Charge for your work and pay for what you get.

Linoleum Special sale for a limited time
Good quality, 12 feet wide **\$1.10** a square yard

Mattress Good quality, 6 feet wide **75c** a square yard
Prices—50-lb Simmons, all cotton, \$17 **\$12.50**
50-lb Simmons, all Cotton, \$16 value, for **11.50**

Ivory Bed 2-inch posts, seven 1-inch fillers, only **\$11**

See us when in need of
FURNITURE
We can save you money
Bartcher & Rohrbaugh Furniture Company
415-421 West First street Albany, Oregon

ASK FOR A Round Trip Ticket and SAVE MONEY

\$3.90 to Portland and return.
On sale Friday, Saturday and Sunday, with final return limit of Tuesday following date of sale.

\$4.45 to Portland and return
On sale daily, carrying a return limit of 15 days from date of sale.

Reduced Round Trip Fares to other points.

Use the train—Safe
Comfortable—Convenient
Dependable and Economical

For further particulars ask agent

JOHN M. SCOTT,
Assistant Passenger Traffic Manager,
Portland, Oregon

Southern Pacific Lines



Where Our Ice Cream is Served

There is sure to be satisfaction. For the family dessert nothing else is so delicious. With each succeeding spoonful you'll like it more and more. Let us send you some. We have all flavors. We sell pints, quarts, half gallons and gallons.

Clark's Confectionery

Dozen Shows at Pacific International



An exposition is a collection of shows, more or less related by nature. The Pacific International Live Stock Exposition, held at Portland, Or., Nov. 3-10, has drawn under its ample wings a dozen of them, and there is interest for everybody in some of them.

It has a beef cattle show of great size.

Its dairy cattle show is second to none anywhere in numbers and quality.

The sheep and goat show is regarded by experts as on a par with any like show in America.

The hog show has always been excellent, and this year will be bigger than ever.

The draft horse show is representative, with five breeds of heavy horses and jacks.

The Western Winter poultry and rabbit show attracts thousands of interested spectators.

The Western dairy products show is the least spectacular and one of the most important.

The boys' and girls' clubs make a show that is the outcome of work destined to make this country a better place to live in. Don't miss seeing the work they have done.

The Land Products show, with its fruits and vegetables, grains and grasses, county and other exhibits, is

one of the splendid features of the Exposition.

The latest show to come to the Pacific International is the fine Northwest Grain and Hay show, hitherto held in Pendleton. This is going to be a 1923 feature.

The Industrial Exhibits department affords a show that for beauty and value would be hard to surpass. This great department is filled with fair-like booths, showing costly furs and other raiment, beautiful furniture, every convenience a housewife needs, machinery of every sort to save labor and increase profits. Everything has its demonstration for the public. The sense of sight and the sense of smell are both appealed to, for the flour and other food products companies are doing their best to show the merits of their goods.

The Night Horse show is one of the four great horse shows in the United States. It is brilliant, exciting and delightful. Horses are coming from the Eastern states this year to show their paces in the arena and struggle for the big prizes offered.

One kind of a show isn't at the Pacific International, and never will be—the gambling concessions and other questionable amusements that rob children and sometimes grown people, and leave nothing but a bad taste. The Exposition does not need that kind of shows.

CONFERENCES to aid AGRICULTURE

Collective Marketing, Diversified Farming, Promotion of Agricultural Education and Use of Bank Instead of Mercantile Credits Chief Lines of Suggested Action.

By D. H. OTIS,

Director, Agricultural Commission, American Bankers Association.



D. H. Otis

Four lines of action to improve the business of farming stand out in the discussions that have occurred at a series of farmer-banker conferences now being held throughout the United States. They are collective marketing, diversified farming, the promotion of agricultural education and the use of the more economical bank credit rather than mercantile credit. At many points active steps to foster action along these lines have been taken.

The conferences were initiated by the Agricultural Commission of the American Bankers Association to the end that the condition of the man on the farm be improved. The first conference was held in conjunction with the Wisconsin College of Agriculture at Madison. An important point of contact for the work of the Commission was established at this meeting in the form of co-operation with the agricultural colleges.

In five other states—California, Washington, Oregon, Idaho, and Utah—it was agreed at subsequent conferences that bankers' agricultural committees would meet at the state agricultural colleges and, in co-operation with the college officials, work out a program that they would recommend to the banks.

The Texas Plan

It was at the Texas conference that it was developed that the officials of both the bankers' association and of the state college felt the big problem for that state was the establishment of a system of collective, orderly marketing. In order to bring this problem effectively before the farmers and the bankers it was agreed to hold a banker-farmer meeting in December. Efforts will be made to get from 200 to 250 bankers to attend, each banker to bring with him several representative farmers of his community. The program and demonstration will emphasize the need of meeting the marketing problem and point ways to a satisfactory solution.

At Athens, Georgia, the conference recommended that the State Bankers Association take steps to raise a fund for assisting deserving students to complete a college course in agriculture or home economics. This conference, recognizing the valuable work being done by county agricultural and home demonstration agents, also went on record as favoring the employment of agents in each county.

At the Raleigh, North Carolina, conference the pressing problem, in addition to loans for worthy students, was held to be encouragement of the farmer to practice greater crop diversification. The conference felt that the first big step was to get farmers at least to produce sufficient vegetables, fruit, milk, meat and poultry to live on.

At a conference held at Amherst, Massachusetts, there were representatives from Vermont, New Hampshire, Massachusetts, Rhode Island and Connecticut. Emphasis was placed on the importance of the Boys' and Girls' Club work. The New England conference also felt that the importance of bank credit over mercantile credit should be stressed. A resolution was adopted and is being sent to agricultural committees in each State urging that they get in touch with their agricultural colleges and map out a program for educating the farmer in regard to the importance and the economy of bank credit over mercantile credit.

The emphasis on this resolution came not so much from the bankers present as it did from the representatives of the agricultural colleges and the farmers.

Upon the request of the Anti-Saloon league of Oregon and the Woman's Christian Temperance Union the week beginning next Sunday has been designated law observance and law enforcement week by the governor. Ministers have been requested to preach upon some aspect of Law Enforcement.

The important information has been telegraphed over the country that Chairman Hull of the national democratic committee has discovered that conditions are bad in the republican party and the democrats are sure to win. Mr. Hull is cruel to thus destroy the hopes of all members of other parties.