SPECIAL INVESTMENT SECTION

Edited by JACOB DOBRIN

The Evening Herald

SAVE WITH SAFETY

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GUARDIAN BUILDING & LOAN ASSOCIATION

SYSTEMATIZING SAVINGS FOUND SUREST METHOD

Financiers of Country Agree That Planned System Only Worth While Kind—Ambitions of Life Time Generally Depend Upon Careful Handling and Saving of Earnings.

Financiers of the country agree that savings which are systematized are the only savings worth while.

Building and Loan Savings accounts enable people in all walks of life to realize their life's ambitions-viz-financial independence.

The Things We Want

If you want to own your own business—start saving for it now.

If you want to create an educational fund for your child—start saving for it now.

Do you want to look forward to the happy age when you will not have to worry about whether you are too old to find work—start saving for it now.

Do you want a trip around the world accompanied by your life's partner who stood by you through sickness and trials? Start saving for it now.

Do you one day want to lay down your tools and have sufficient to take you comfortably down the sunset trail of life? Start saving for it now.

Do you want o own your home and raise your family in an environment of luxury? Start saving for it now.

A Guardian Savings account will accomplish every purpose for which you find a need and with absolute safety.

No Record of Failure

There is no record of a failure or a liquidation among Building and Loan Associations in the State of Oregon and the loss ration for more than one hundred years is less than 1-60 of 1 per cent—practically nil in the United States. A building and Loan Savings account is four thousand times safer than its nearest competitor taking past records into consideration.

Every year is a year of new opportunities.

1930 will be no exception.

The greatest of opportunities is Independence.

The straightest, shortest distance to success and independence is Thrift.

Creates Confidence

It creates confidence and permits you to take advantage of opportunities because without money there are no opportunities.

The first aid to thrift is a budget and the result of so governing your expenditures is an ever growing savings account.

You cannot do better than to adopt a program of this kind for 1930, and every year after that.

It is not the thousands that are massed—It is not the large sums of money that are lost—But the small change you carry loosely and carelessly in your pocket that slips away and is picked up by the economist and put into a savings acount for himself or his.

No Substitutes

There are no substitutes for Savings accounts. The value of a savings acount does not ever fluctuate. It is always worth 100 cents on the dollar plus all interest accumulation.

You can have a Savings account if you only desire to do so no matter how much or how little you earn. If you earn $5.00 per day and save 10c you are better off financially than the person who earns $100 per day and spends $100 and 10c. Save that 10c every day and in 13½ years you will have $750.00.

Live Within Income

When you save money, you evidence the fact that you are "living within your income"—the true basis of thrift—and it also proves the determination on your part to achieve financial succ ss.

A Building and Loan account is practically the only investment redeemable at any time plus accrued interest.

A Building and Loan account is the best guarantee that an unexpected opportunity will not escape before you can grasp it.

A Building and Loan account is the most certain protection against financial emergencies.

When you get tired of the daily grind and want to go play golf or go on a vacation—or take a trip back to the old home town where you have always longed to visit the old folks—the old school house, the old swimming hole, still has the appeal which brings back memories and hopes that one day you will try to live over again.

Savings Keep Working

Whether you stop voluntarily or not it is most satisfying to know that you have a substitute to take your place. One that stays

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Bill Says

(BILL.)
W. R. AGNEW
Sales Manager, Portland

Success is a journey, not a destination.

Nothing in progression can rest on its original plan. We might as well think of rocking a grown man in the cradle of an infant.—Edmund Burke.

"A young man cannot honestly make a success in any business unless he loves his work, any more than a married man can be happy in his home unless he loves his wife."—Edward Bok.

Your ship may be coming in, but it never hurts to row and meet it.

Teacher: "Isaac, give me a sentence containing the word 'cavort'."

Osaac: Every morning the milkman leaves us a cavort of milk."

Bald-headed man: "You say this is a good hair tonic!"

Barber: "Very fine we have a customer who took the cork out of the bottle with his teeth and the next day he had a mousache."

Seen in a Boston paper: "Death was due to natural causes. Mrs.

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SPECULATION NOT GAME FOR AVERAGE MAN

Stock Market Specialty Field in World of Big Business.

Stock markets offer spectacular contrasts between safety and financial gambling. Many people of means and those of moderate means try to play a game entirely out of line with their own knowledge. The stock market is a specialty field in finance which requires intricate knowledge of high finance. It is perfectly in order for those to play the stock market who know it and understand it.

Continued Dividends

Recently there was a twenty billion dollar stock market crash, and it caught more than eighteen million people in the market collapse. It is very slow in recuperating. At the same time Building and Loan Associations paid more than $375,000,000.00 in dividends to their 14,000,000 members.

You should not put off your financial independence. Act today. Put your money where it is safe, where it always earns 6 per cent.

Dollar Starts Account

One dollar starts a 6 per cent savings account and we provide a convenient pocket book for your small change accumulation.

The Guardian is under State supervision with a record of growth unparalleled by any association in the State of Oregon. The Guardian shows a growth of three-fourths of a million dollars gain in assets—in 10 months.

STATE FINANCE GREATLY AIDED

Banker Notes Value Of Building and Loan To Communities

A new note which presages increased interest on the part of the banking fraternity in the advancement of the building and loan movement is reflected in the views of F. A. Wright, prominent banking executive.

Recognize Merits

Mr. Wright in announcing his affiliation with a Building and Loan said:

"Bankers generally recognize the remarkable recent strides made by building and loan associations in California and their increasing importance as elements of the state's financial structure, not as competitors of the banks but as factors helpful to the growth of their communities and of the banks themselves.

"The building and loan association is a channel of finance where money performs a special function and then finds its way to the banks which are general reservoirs of credit and finance.

Helps Real Estate

"The building and loan association makes possible credit facilities for real estate loans to finance home buying or home building to persons who have limited balances and also in many cases to persons in the wage-earning class who do not even carry a bank account.

"The building and loan association is not a bank. In every community which is favored by having the resources of a biulding and loan association as its command, the building and loan association serves a special need which is not only non-competitive to the banks but which increases business for them and for every one else in the community.

"Building and loan associations also afford an opportunity for the safe investment of money at attractive rates, which might otherwise be invested in bonds and stocks originating outside the state. Thus the building and loan associations mobilize funds which are utilized to build homes, to accelerate local industry and to create aditional wealth in the community."

NESTING TIME —HOMING TIME

Genus Homo Might Take a Lesson From Birds at Brooding Time in the Spring.

SPRING is on the wing.

The birds will soon be looking around in cornice nooks and in sheltered branches for suitable nesting places.

It is a pleasing sight to see a pair of birds fashioning a "home" where they hope to raise their little brood.

They are all astir—all wrapped up in their undertaking. From sun-up to sundown they chirp and flutter and gather material for their home-building.

They know what they want—what they need—and they go to work resolutely and provide it.

Couldn't many of the genus homo tear a leaf out of the book?

With too many spring time is moving time!

Is that the best we can do?

Not if we make up our mind to get a home out of our own and then go about it as energetically as our little feathered friends do.

It may not be possible to do it on the jump, but we can start to gather material (funds) by depositing a fixed amount for that purpose every week or month in a building-loan and savings association, so that within the near future we can join the ranks of happy home-owners.

The first step in this direction is the hardest.

It is that way in everything.

Make the start! Decide that you want to be in a home of your own. Have a mark to aim at and you will see your project prosper.

Springtime is the universal starting time. All nature starts out anew, and the human breast cherishes new hopes and new aspirations.

Let yours be a home of your own!

YOU CAN'T BEAT IT

"The thrill, the pleasure, the satisfaction of doing something good"—said the old feller. "I didn't think that way once; back when I was young and didn't know much and didn't care a rap; but when I had cut my eye teeth, I began to see and wonder why I did not take advantage of the easy and safe way of getting a home of my own, through a building and loan association."

T. J. WEBB

T. J. Webb has accepted the district management of the Guardian Building and Loan Association who are locating a branch office in Klamath Falls. He has been a prominent realtor for the past three years. He has been connected in the sales business for the past twenty years and was formerly general agent of the Idaho State Life for eight years. He operated a successful general agency and still holds his license making fourteen years of satisfactory connections with his insurance company. In the past five years he was the district manager for the Intermountain Building and Loan Association, and gave satisfactory service to them.

Interested in Thrift

Said Mr. Webb when interviewed: "I have all my life been interested in protection and thrift and was greatly attracted to the life insurance business as a great medium of thrift and protection, especially to the wife and the family. After writing insurance for several years, and seeing the amount of good and the important part that life insurance has played in the reduction of poverty from the loss of the head of the family; also a God-send at the maturity of a policy in old age, made me a

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GUARDIAN TO EMPLOY LARGE SALES STAFF

Capable Men Placed In Charge of Opening Campaign.

The Guardian Building and Loan Association in its effort to firmly establish its branch in Klamath Falls and in order that as many people as possible take advantage of our 6 per cent guaranteed dividends on Savings—is employing a large staff of salesmen and have divided the force into three portions: Industrial Department; Business Men's Department, and Educational Department.

Mr. Doutrich Adviser

Mr. Stephen Doutrich has been placed in charge of the Industrial Department. Mr. Doutrich will be ready to advise you relative to your financial investments with confidence.

Mr. Jess Hamstreet has been placed in charge of the Business Men's Department.

Affords Start in College

Building and Loan Savings accounts afford an ideal method of starting a fund to provide for a college education. Hundreds of thousands of such funds have been created for that purpose. It is very hard to visualize your small child as a grown up, but time quickly flies and only too soon will you hear these words: "Daddy, do I get to go to College?" Think of the joy you will experience in being able to say: "Yes, my child, I have made provision for your college education through a fund in the Guardian Building and Loan Association.

BUILDING, LOAN ASSOCIATIONS PLAY BIG PART

Nature of Organization Is Explained—Building and Loan Companies Permit Man to Take Uncertainties Out of Investment for Future. Community Ideals Served.

Jacob Dobrin

It is sometimes said that the average American is more or less thriftless, and expects that his fortune will be made through a lucky chance. If this were true, there would be even a wider gain than now exists between those with fortunes and those without. But like many other half truths, it overlooks a most important part of our economic life. It is merely idle to talk about undue extravagance, when comparison is made with the facts about our people's savings. Side by side with our large expenditures for luxuries and pleasures, we find a host of expenditures for capital goods that contribute to the progress of our time. And most of our capital is saved in comparatively small sums in institutions designed primarily to promote thrift and to accumulate a cash reserve.

Depend on Chance

Perhaps it may be said that we depend too largely upon chance for the larger rewards of life. But for the smaller things that make for a successful progressive community, we do not take so many chances as popular opinion would have us believe. During the time that young men and women are watching for the great opportunity that will mean a competence for them, hundreds and thousands of them are putting aside small sums each pay day toward that unknown rainy day which is sure to be ahead. They may be looking toward the chance of big gains, suddenly achieved, but they have not forgotten the smaller things, as so many demagogues would have us believe. If they had, insurance companies would close their doors, and the general business life of our country would lag. All these concerns help to furnish the capital with which business is carried on, and they get it prinicpally in small amounts from individual customers, who have a limited store of savings.

One for Every 9,514

Among the investment companies, the building and loan association has taken an inconspicuous but nevertheless important part. There is one of them for every 9,514 of the people of the United States, yet comparatively few people know how they operate. There are more associations than the total number of national banks, and there are more than one-third as many as all the banks combined, including national, state, and private.

Goes Into Homes

Most of the money of the modern building and loan association is invested in homes which members are buying through systematic paymens. It is impossible to say how many homes have been purchased with the aid of building and loan associations during the past ninety-four years, but in a few districts more than half the home owners have been aided.

Not a Philanthropy

The community ideals which are served by these associations are appreciated throughout the country. "A building and loan association is not a philanthropy, it is a straight business proposition in which a valuable service is rendered to the borrower and is paid for by him at a rate which produces a reasonable profit on the investment. Thus, the business is fair and beneficial to both sides. Such an association gathers up the savings of small investors and puts them to work by financing the building of homes. By reason of the installment plan of repayment spread over from five to ten years of monthly dues, the borrower is able to pay for his home out of his earnings."

Thrift is by no means as trite a subject for discussion as some would have us believe. "Thrift is a disciplinarian. It breeds virility. It strikes at sensuality, self-indulgence, flabbiness. It teaches the heroism of self-denial, temperance, abstemiousness, and simple living. It is the way to success and independence. It makes for happy homes, contented communities, a prosperous nation." The

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Savings Associations Stabilize Business by Building up Reserves

Most businesses that fail attribute their failure to lack of reserve. Money plays an important part. Business is an advanced stage of Boards of Exchange, and in order to do business one requires finance. Like the squirrel which puts away nuts and food for the time when need and emergencies arise, so businesses require a sinking fund to stabilize their financial condition when the slump comes. This can easily be accomplished by a systematic adding to a reserve fund. This can be charged to the rent—or light, or power or help and if paid monthly together with the other expenses it becomes negligible. One dollar per day placed in The Guardian as a business reserve fund will total $7500 to the coffers of the institution in 13½ years, and may be used conveniently at any time when the occasion arises.

Clerk Saved Employer

A very parallel story is told of a faithful employee who at the end of each day's work would take one dollar out of the ash register unbeknown to his employer. He continued this for a number of

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Building-Loan Better Policy Than Mortgage

Why should an individual make a Building and Loan loan rather than a straight three-year loan in buying a home?

Building-Loan Practical

It has been my experience that the Building and Loan association plan is the most practical and successful one for the individual to obtain his objective, namely the clearing of the whole of debt In fact, it has been so recognized by many civic and governmental agencies and individual authorities, including President Hoover. The building and loan plan, as you know, requires the reducing of the debt monthly, whereas the straight loan calls only for payment each six months of the interest thereon. One may argue that the maker of a straight deed could save monthly in some institution toward paying off the loan when it falls due, or create a fund which he could apply towards reducing loan when it is up for payment or renewal. This, however, is not being done to any extent, never has, and probably never will.

Deeds Seldom Paid Off

The great majority of the makers of straight deeds do not pay them off; they renew them, and only make provision to pay the semi-annual interest note and very frequently have a hard time doing this, simply because it is not a monthly obligation.

People of all classes, with comparatively few exceptions, must be led; given a schedule to follow, and an obligation to work out from under They like this. They do not like to have to manage so much per month, and I have the privilege of paying more each month, and receive the same rate of dividend thereon, usually six per cent. The majority of our borrowers do this to meet taxes, insurance, and to get the home clear of debt as soon as possible. Another reason it is all in one place. They like their business centralized.

Renewals Expensive

The maker of a straight deed will eventually be compelled to reduce his loan at some maturity day in a lump sum or pay it all. He then, under normal conditions, simply has new papers drawn for reduced amount in one deed, and executes a second deed for the amount he did not save. Of course

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Useful Citizen Is One Who by His Thrift Is Able to Help Others

During January the people of this country have their attention called to a subject of vital importance to them. Over the air, through the press and in addresses delivered before tens of thousands of people, speakers and writers have drawn attention to the subject of thrift.

Thrift Meaning Taught

It appears that it is necessary nowadays, to have our attention especially called to events of the past, or characters of history, or subjects of vital importance to the nation or to individuals; through holidays or celebration or designated hours.

Lest we, as a spending nation forget, it has been wisely arranged to have your attention called at least once a year to the matter of "Thrift". Speakers over the radio and in hundreds of assemblies have discussed the subject from different angles. On this occasion, therefore, we briefly propose to say a word about "Thrift" as it affects others.

"Thrifter" Real Citizen

Many people never learn the meaning of saving. Many have

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