

THE ONLY "SURE THING" IN THE INVESTMENT FIELD

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.

Greed 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 \$800. 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 \$10 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 no 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 returns, 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.

MORE ABOUT TAX-FREE SECURITIES

In discussing the evils of tax-exempt securities, the Dallas, Tex., Farm and Ranch says:

"The limit of tying up the idle wealth of the country has been reached. Already more than 30 billion of dollars are thus exempt from taxation. It can be truthfully said that 80 per cent of this amount is being kept out of industry on that account. It is also an incontrovertible fact that industry is paying an extra tax to make up the deficiency in cost of government because of this great wealth that escapes paying its just share. The question is: Are we going to continue permitting those who can best afford to pay taxes to escape by the tax-free securities route, shoving the burden over on the workers, the salaried men, and upon industry, or are we going to plug up the leak."

With the billions now turned into tax-free securities put into industry, interest rates would come tumbling down. Good security would find cheap money."

A good second hand wagon for sale at Hattens Shop, 2t

For Sale 1920 Chevrolet light delivery truck, in good shape. A real bargain. Inquire Vernonia Hwd, Co.

Miss Macile Roberts is the new clerk at the Vernonia post office

Mrs. Florence Slater and children of Portland are visiting Mrs. Slaters' father, Omar Nickerson and other relatives.

The Majestic Theatre is putting on extra attractions for a week beginning today. A matinee this Saturday and Sunday afternoons Show every night.

J. B. Higdon and wife of Riverside, Cal., arrived in Vernonia Friday for a visit with their daughter, Mrs. Lester Sheeley and son G. W. Higdon. Their daughter, Mrs. Tom Cawley of Portland accompanied them

Vernonia Athletic Ass'n.

On Saturday the 27th the stockholders of the Vernonia Athletic Association met and elected their Board of Directors. They are L. H. Detrow, W. Martineau, A. L. Fenner, C. C. Brown, and W. J. Coyle. The Association is incorporated for \$2000 and half the stock subscribed and paid. They have in their ball park purchased over four acres at \$1600. A grand stand and bleachers will be erected and later on a club house and pavilion. It is the aim of the Association to lay out tennis courts, ball grounds, croquet, and later expect to install shower baths, reading rooms, etc. All success to the Vernonia Athletic Association.

Labor Day--

Monday. Program All Day at Vernonia Ball Park Ball Games and Sports.

J. I. Robbins made a visit to Hood River last week. His sister Mrs. J. Burtraw accompanied him home.

Sorry to report L. J. Reagan, R. E. Steeprow and Mr. Price among the sick this week.

Mrs. S. M. Turner who has long been making weekly trips to Portland for electrical treatments, is very much improved and the treatments are to be discontinued for a period of two months

Serious All citizens are requested to be saving of water. NO Sprinkling permitted during water shortage, or the dry weather. Be careful of fire.

FOR SALE 1 Overland 90 Touring in good condition. 1 Kissell-Kar model 28 5-7 Pass. in first class condition 6 cyl. 1 1919 Ford touring in good condition, new rubber all around. Will give terms to responsible parties. Highway Garage, Rainier, Ore.

C. S. McNutt and family, of Forest Grove, were guests Sunday, at the D. W. Keasy home.

Rev. Herrmann and wife visited the Judson Weed home last Sunday.

Mrs. A. B. Counts took her small son, Hawley, to Portland this week to receive medical attention.

Mrs. Joe Hardwick and son of Banks spent a few days last week with her sister, Mrs. Warfield.

In order to introduce Beaver Knit Stockings "The Ruth" will give the entire profit on all women and children stockings sold for one week beginning Saturday Sept. 1st, "The Ruth"

The Misses Edith and Ethel Wilson have returned from a months stay with their sister at Portland.

Home Talent

"Brown Eyed Betty" at H. S. Auditorium Saturday night, Sept. 8 Given by C. E. Society. Program next week Remember the date.

Prof. Nash of the High School is moving in to the E. A. Wilson house.

E. A. Wilson and family are moving to a home across the Nehalem river.

Mrs. Vail, Mrs. Ball, and Mr. Snyder of Portland were callers at the J. P. McDorland home Wednesday.

The Style Shop

FOR

WOMEN

Announces its Opening

Tuesday Morning, September 4th,

with a complete line of Women's Coats, Suits, Dresses, Sweaters, Onyx Hosiery and House Dresses. Only the latest and most up-to-date women's apparel will be carried and at prices much less than you would have to pay in the city.

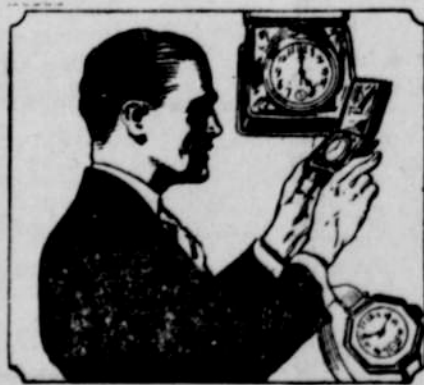
COATS	SUITS	DRESSES
Dress Coats, in Bolivias, Ormandies, and Valours; plain and fur trimmed, at prices most reasonable.	In Poiret Twill and Velours; in a good assortment of sizes.	Canton Crepe, Tric O Sham and Poiret Twill; a large range of sizes and true Style Shop Values.
Sport Coats		Sweaters
Plain and overplaids, plain fur trimmed.		Slip-on, sleeveless, and coat sweaters in all the new shades
Porch Aprons		Onyx Hosiery
In Gingham, Percales, and Crepe. All sizes and colors.		Featuring the "Pointex Heel"

THE STYLE SHOP

Majestic Theatre Bldg.

Vernonia,

Oregon.



Men's Watches
From \$12.00 to \$100
Elgin, Waltham, Illinois, Hamilton, Howard and South Bend.

Ladies' Watches
Wrist Watches \$15 to \$65
Each and every Watch Guaranteed

W. MARTINEAU, Jeweler
VERNONIA'S RELIABLE JEWELRY STORE

Count Those Golden Moments

SOME men do not count the millions of seconds that their old watches have faithfully ticked away. They keep themselves immaculate in every detail of personal dignity, forgetting that their reputation for accuracy is at stake because they cling for sentiment's sake to time-pieces that are out of date.

Start this season right by stepping into Martineau's Jewelry Store. Here you will find those unique and distinctive designs of the master craftsmen who create watches that you are proud to wear.

Perhaps a friend is going on a journey or having a birthday. Would he or she not appreciate a real gift? A wrist watch whose ownership completes the conviction that there is nothing further to be desired.

