

EXPOSES WILES OF FAKE STOCK SALESMEN AND PROMOTERS

Latest Methods of Confidence Men Described by American Bankers Association Official—Declares That Shrewder Schemes Than Ever Before Are Taking Peoples' Savings.

By W. R. MOREHOUSE, Public Relations Commission, American Bankers Association.

ARTICLE NO. I

MUCH of the distress of many people in America today is due, not to the fact that they have not had an opportunity to earn and save money, but to the fact that they have lost their savings in fraudulent schemes of one kind or another.



W. R. Morehouse

most unbelievable because of the very crookedness of the schemes to defraud, yet thousands of our hard-working savers have been led to invest their savings in these promotions. In giving the high lights of certain cases I am not drawing on my imagination in the least, nor am I relying on hearsay, but giving first-hand information.

Unbelievable but True

Many millions of dollars have been lost in oil. The sum is staggering. Into ever corner of the United States the mails carry high-powered sales talk of great riches to be made in oil.

excitedly back to the derrick, wrench in hand.

"We have drilled to the 'Bell' sand!" the lecturer shouts, bringing cheers from every high-pressure salesman, followed by a chorus of voices from the surprised audience.

"Go on deeper! Go deeper! Go deeper!"



From American Bankers Association Journal

The Fake Oil Stock Sale Was Opened With Prayer

running because they have already lost their savings.

Listen to this one! It is a typical case. A tract of land, just ordinary land, nothing about it to indicate there is oil beneath the surface.

Presently several large busses draw up loaded with people ranging in age from fifty years to eighty. A corps of high-pressure salesmen rush out to greet the arrivals and to assure them that they are most welcome to what will be the next great oil city of America.

Religious Revival Methods

Presently the official lecturer calls the meeting to order. The impression he creates is that he is either a minister or has studied for the ministry. He opens the meeting with prayer for the success of the venture in oil.

He charms his audience with his oratory. He impresses them with his honesty. He calls their attention to oil in plain view, intimating that it is from the well. And while he is painting before them, figuratively speaking, luxury and old age comforts if they invest in the "A-A" Oil Company, the foreman of the rig rushes in, his clothes spattered with crude oil.

on down!" shout the salesmen almost in unison, followed by cheers from the listeners.

The zero hour is at hand. The time has come for the high-pressure artists to sign up the listeners for units.

This picture of an oil speculation may seem too crooked to be true, but it is a real story of how thousands of savings depositors, all past the age of fifty, lost over half a million dollars.

(Article II will reveal further fraudulent schemes for robbing workers of their savings.)

Truth and Advertising Have Made America Great

Truth in news columns and advertising is the foundation of America's prosperity, Melvin A. Traylor, Second Vice President American Bankers Association, recently said, adding: "Continuance of our prosperity rests chiefly upon continuation of the greatest of all causes for our present good times—truth in news columns, truth over the store counters and truth in advertising.

"Wise advertising costs nothing. You have only to increase the sale of your products to the point that covers the advertising charge to enjoy the enlarged business without cost. The natural saving in overhead is extra profit for dividends or for further expansion."

JUST A LITTLE BIT OF SUNLIGHT

Build or buy your own home and you'll always be glad you did. You don't have to pay rent, nor move, nor put up with inconveniences, and you will get a lot of satisfaction out of being your own landlord.

I trade with the fellows who advertise, because they always give their best in service and value. I trade with them because their ads bring business to town, not only for them, but for all of us.

One of the sure-fire methods of promoting local prosperity is the prompt payment of bills—money travels in circles in this town, so the money you pay out will soon come back from those who owe you.

Ever notice a wood-pecker rapping on a tin roof? He isn't doing any good and he knows it. He just enjoys the noise.

Trying to bring in new factories is good boosting stuff, but remember that an aggressive and intelligent attempt to bring trade to our town from our surrounding territory will bring more dollars to our cash registers while we are waiting for the factories to come.

"Take home some lowers or a box of candy to your wife tonight, Mr. Man, and show her that you still love her. If the shock does not kill her, she will sure appreciate your little thoughtfulness.

One thing small cities often neglect is public parks, where folks can congregate sociably and children may play safely.

Just a word of advice to our young folks—don't settle down for life in the first soft spot you see—make an effort—get an education—fit yourself for some remunerative occupation—and some day you will reap the rewards of your forethought and self denial.

Let's quit moaning about how awful the young folks are, and act more human toward them! They're not bad; just young! And any faults they probably acquired from watching us old folks! Yes, I like the kiddies, bless them!

Teamwork is what puts a town over—we can do more for our town by working together—that's why I am for Chambers of Commerce and Commercial Clubs—and if they make big plans and cannot always succeed, I am for them because they try—yes, sir!

Don't go grumping around with a sour expression! The most popular man in our town will tell you it's a nice day when it's raining cats and dogs, because every day is a nice day to him.

Smile easily—laugh readily—radiate cheer—be optimistic—be a good fellow—criticize nobody—do these things and you will be popular, whether you have any money or not.

Sure, I wear snappy clothes, go to prize fights, read all the comic supplements, and everything. Do you suppose I want my kid to grow up and think his Dad is an 'Old Foggy'?

Yes, an automobile is an expensive luxury, but we will be a long time dead, so why not have a lil' fun while we can enjoy things? Lots of folks who put off their good times too long will agree with me.

Ordering articles from a book, paying cash before you see the stuff waiting weeks until freight or express or parcel post comes is not my idea of "Service!" Compare this with what you get when you buy at home!

Buy only from the fellow who pays taxes here!

Our schools and churches are the best things we have. They have no selfish motives. The betterment of mankind is their noble purpose. We should see that they are well housed, amply financed, and let the clergy and the teachers know that they have our sympathy and support.

Many women in Danish restaurants in Copenhagen smoke cigars.

BUSINESS IS SAFE.

When you shake hands with your competitor and mean it—when you can work hard in your business and love it—then business is safe.

When you advertise service and give it—when you can build reputation and keep it—then business is safe.

When you can sense competition and not knock it—when you can fight competition and still boost it—then business is safe.

When you can meet opportunity and know it—and aim for what is right and they pray for it—then business is safe.—Wisconsin Press "Howler."

MUTTERINGS

Cultivate a good memory. Good nature is good business.

Everybody can help somebody else. Lost tempers sometimes result in lost jobs.

Life is too short for grudges and revenge. Keep your thoughts in pleasant channels.

Any man who thinks he has a chance is correct. Life's richest rewards come from unselfish service.

The most successful substitute for brains is silence.

A good time really consists of services, success and happiness.

The success of the party is judged by the cars that stand out in front.

Some people can't use their own advice because they give it all to others.

The one creditor no man ever pays in full is the woman to whom he owes everything.

To achieve what the world calls success a man must attend strictly to business and keep a little in advance of the times.

HOT STUFF.

A rather clever story is going the rounds concerning the municipal band of Palm Beach, Fla. Just how true it is we can not vouch but we pass it along for what it is worth:

Last year while the band was playing "There'll be a Hot Time in the Old Town Tonight," the Breaker hotel took fire and burned to the ground.

A few days ago at Orlando the band struck up "Keep the Home

Fires Burning," and a \$25,200 warehouse a block away went up in smoke.

Next day at Lake Fola, while the band poured forth the strains of "Red Hot Mama" fire broke out in a private hospital just across the lake.

Fire Chief Alfred Sadler has warned the leader to refrain from playing any more musical hot stuff.

A lady came into my office yesterday and asked me "What is correct

in cards for calling." I told her it all depended upon how lucky she was. Four aces are sure, and four kings are generally pretty sure.—ex.

With his head pillowed against a corner of the cement box, an Atlanta, Georgia, man went to sleep in a mortar of fresh concrete. He awoke encased in stone and it was necessary for him to visit a hospital to have the covering removed under the directions of surgeons.

Junior "Madville"

APRIL 23, 1926

PART I

Selections ..... High School Band

Style Show—

1620, Margaret Shipley; 1776, Eva Cummings; 1860, Clema Miller; 1885, Opal Hall; 1900, Louise Schmidlin; 1905, Theresa Bays; 1910, Cornelia Smith; 1915, Anna Rea Webster; 1920, Orlene Counts; 1922, Gladys Krinick; 1924, Lora Smith; 1926, Shella Williams; 1928, Ida Turner.

Cornet Solo .....

Ralph Reithner

Scottish Lassies—

Betty Culver, LaVelle Gosa, Velma Hartzog, Frances Lappe

The Family Album .....

Lora Smith

Duet .....

Orlene Counts, Eva Cummings

"Darlin' Clemantine"—

Dane Brady, Glen Hawkins, Wm. Hill, Harry Hixon

A Bit of Professionalism.....

Lillian Blankenship & Co.

PART II

"A SCHEME THAT FAILED"—

Paul Jennings ..... Russell Mills

Edith Jennings, his wife ..... Annie Laurie Laird

Fanny Jennings, his sister ..... Clema Miller

Victor Craven ..... Dudley Spencer

Mrs. Craven, his mother ..... Anna Rea Webster

PART III

HOT DOGS, COFFEE AND ICE CREAM!

EAT!—EAT!—EAT!!!

The Junior class wishes to thank everyone for their help and cooperation, especially are they grateful to Miss Leach, Miss Goodin, and Miss McDonald for assistance.

BASE BALL!

Season's First Big Game on VERNONIA GROUNDS SUNDAY APRIL 25 at 2 P. M.

VERNONIA

---VS.---

FRED HESS MOTOR COMPANY of KELSO, WASHINGTON

Let all Vernonia turn out for this game---make it Peppy

ADMISSION - - - - 50c