

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; session of 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 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.

CHINA GONE BROKE

Government Unable to Purchase From Other Countries

Peking, Aug. 1.—American manufacturers and capitalists whose customers are nations, will have to take China off the list for a time.

The Government will not be a customer for some time, though private business will probably continue to thrive.

The Government just now is unable to buy the things she needs and pay cash and is unwilling to buy them on credit under the terms offered. She is unable to pay debts or to contract new ones at advantageous terms.

For this reason John J. Abbott, representative of the Continental Commercial Bank of Chicago, is returning home after failing to obtain interest or principal of a loan of \$5,000,000 which China defaulted at the time of

the Washington Conference.

Proud But Broke

For the same reason Frederick W. Stevens, representative of the American group of the consortium, is returning to America. The consortium was organized to build railroads, highways, canals, or other needed public utilities but China will not accept construction loans and let the foreigners supervise the spending of the money. At the same time the government has no money and can not even keep its present railroads in good working order.

General business, however, is good with the exception of the cotton spinning trade. The industry was developed beyond the actual needs of the country. Japan buys much of her cotton in China and the remaining stocks are not sufficient to keep the mills going. Hence sales of mill machinery will not be large for a few years.

Other lines of machinery, however, will do well, as will paper, electrical goods, bicycles and light motorcycles, sheet metal and possibly before the end of the year, wireless receiving sets.

CAUSES FOR DIVORCE

Every Conceivable Reason For Separations Are Presented

Indianapolis, Aug. 1.—(Special to Daily Democrat)—The paths of matrimony lead but to the divorce court, says Albert Losche, county clerk, who has watched many beaming couples embark hopeful upon the sea of matrimony only to return, shipwrecked, to the divorce courts a few months later.

Every conceivable reason why the "till death do us part" bonds should be severed is given in the suits for divorce.

One woman sought separation because she discovered her husband was of a mulish nature and insisted on kicking her. Another woman admitted she married her husband just to get his property. She found he was not burdened with worldly goods and asked to be released.

One man showed his affection for his wife by threatening to stab her in the heart with a butcher knife. She appealed to the courts.

Another man couldn't get used to the modern idea that cigarettes are a woman's prerogative and when his wife asked him for a tag he told her she must choose between him and nicotine. She chose the latter.

During his courtship days, another man built castles in Spain with a large pension check which a grateful nation bestowed upon him every month. When they were married the check failed to materialize and the bride's grief was too great for her to

bear. She has her maiden name back now.

Rejoices Daughter Can Resume Studies

"Everything my little 12-year-old girl ate distressed her; even a glass of water would cause her to belch gas and she was unable to go to school for nearly a year. I bought her a bottle of Mayr's Wonderful Remedy, and since taking it she is eating us out of house and home and is attending school again." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded.

For sale by The Holthouse Drug Co., and druggists everywhere.

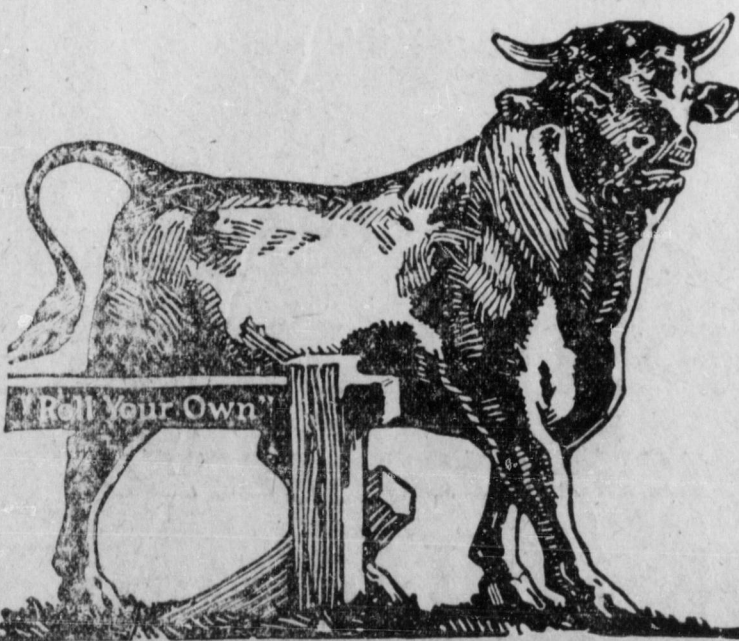
Miss Beatrice Stultz of Indianapolis is visiting at the C. L. Meibers cottage at Rome City.

Mr. Shaver is saving

\$73

a year "by smoking

BULL DURHAM and so can you



With each package you receive a book of 24 leaves of RUIA the finest cigarette paper in the world.

2710 E. 76th Place
Chicago, Ill.

The American Tobacco Co.
111 Fifth Avenue
New York City

Gentlemen:

I have always smoked "Bull" Durham, and your advertisements in the Chicago papers, making a strong point of the saving idea, caught my eye. I want to tell you of a little experiment I have just made.

I usually smoke about a package of "Bull" Durham a day, which costs me ten cents.

For a week I switched to the tailor made cigarettes and used two packages a day, costing me thirty cents. Figuring this up covering a period of a year, "Bull" Durham cost me \$36.50 as against \$109.50 for the other kind.

This means a saving of \$73.00, which never occurred to me until I saw your ad.

Assuring you that I will always "roll my own" I am

Sincerely,
Sam Shaver

May 25, 1923.

You will be amazed to see how the use of "Bull" Durham tobacco will cut down the cost of your smoking. Remember "Bull" gives you 50 cigarettes of the best flavor and quality for 10 cents.

This means easily a saving for the average smoker of from \$1 to \$1.50 a week—\$52 to \$79 a year.

Seventy-nine dollars will buy lots of things. A radio set, a talking machine, a very fine suit of clothes, a set of tires, the first fifteen payments on a Ford, a good-sized insurance policy.

Hard to roll your own? Not really. Give yourself a chance to learn. Have a sack of "Bull" in your pocket all the time as well as your regular cigarettes. Every time you think of smoking a cigarette pull out your sack of "Bull" and try rolling one.

By the time you've used the sack you ought to be a fair producer. And you'll certainly be a convert to the mild, delightful flavor of the unequalled cigarette that "Bull" Durham makes.

Now try it yourself and write us your experience

Guaranteed by The American Tobacco Co. 111 Fifth Ave. New York City