

"DOLLARS and SENSE"

By H. J. Barrett.

Be Bold! Be Bold!

"Under present day conditions," said Amund Bennett in one of his recent books, "the big financial rewards are the result, not of thrift, but of dash and enterprise. Thrift will prevent poverty, but enterprise commands wealth."

"My experience has shown me," remarked the President of a \$10,000,000 coal mining company, "that as a rule it is much easier to borrow \$1,000,000 than \$100,000."

All of which, as we shall see, has bearing upon the events hereafter narrated.

Archbishop Guigley Very Low. ROCHESTER, N. Y., July 1.—James Edward Guigley, Catholic Archbishop of Chicago, suffered another stroke of paralysis shortly before 11 o'clock yesterday and his death is imminent. Hypostatic pneumonia of both lungs has set in. It is not believed the prelate will survive many hours.

Watson Bros. & Co. "Dear Sir: Regarding your application for a position with our concern as assistant to the President, we beg to state that after a thorough investigation of your references and qualifications we have concluded to offer you the position at a salary of \$175 per month. Kindly report at our store in \_\_\_\_\_ Saturday morning, June 14.

"Very truly yours," "In the nick of time," reflected Brinton. "Here I am broke, out of a job and three thousand miles from home. The fare to this job by train is \$4, by boat is \$1. After paying my room rent here I'll have just \$2.11. He for the boat and a night on deck. I'm glad the weather is warm."

Seven o'clock found Brinton, accompanied by two suit cases, on the deck of the river steamer. As he had unshipped ten of his eleven cents working capital for a box of tobacco, his balance consisted of one cent. His last meal had been a noon lunch. The deck hands came off and the trip upriver was begun. For some hours Brinton sat in the moonlight, smoking his pipe and enjoying the scenery. A blessing came upon the steamer shore last variety to the prospect.

By 11 o'clock the deck was deserted and the young vagrant began to feel chilly, also chilly. Investigation disclosed the fact that a small splintered plank next the warm smoke stack offered very acceptable sleeping quarters. Morphine soon had a half Nelson on our hero.

"What the devil!" exclaimed Brinton a couple of hours later as he was sprung to his feet. A sharp kick in the ribs had aroused him. "Oh, hello," replied a quizzical voice, the speaker scrutinizing him closely in the moonlight. "I'm the captain. Couldn't see you clearly and thought you were a ghost."

"Well, so I am for the night," was the response. "If I'd had the price of a berth I wouldn't be sleeping here. I've got a job here, but it's at \_\_\_\_\_ but am strapped right now."

"Some class to you as a bo," replied the Captain genially. "You're a sort of a regular. How's your smoking? But you're missing matches. That won't do. Come below; have a feed and go to bed. Plenty of grub and empty staterooms on this boat. Come along!" and the Captain led the way.

"This may be a soulless corporation, but its employees are certainly white," said Brinton as he watched the light as he lay in a comfortable berth an hour later, after a substantial meal "on the house."

"Now for a room," reflected the young man as he disembarked at about 8 o'clock the following morning. "I've just one cent in my pocket, so I'd better go high on the hills. Some third-rate joint will do." With a confident air he approached the desk of a dingy hotel near the river front and registered.

"Eight dollars a week in advance," said the clerk, as he handed over a key. "Have a heart!" urged the young man.

"Eight dollars a week in advance," repeated the clerk, eyeing the new arrival suspiciously. "Nothing stirring," replied Brinton, and returning the key he picked up his suit cases and walked out.

"Can you direct me to the best hotel in the city?" he inquired of a passerby. "Three blocks east, corner Tenth and K," was the reply.

"A room and bath, not too high up," demanded Brinton, but he was accosted the clerk in the gorgeous cavernary.

"Certainly, sir," was the respectful response, and Brinton, led by the young man who was whirled up to a sumptuously furnished chamber. "The best in the house is none too good for Brinton," murmured Brinton.

After a luxurious tub and a change of clothing Brinton descended to the dining room. "Now for the crucial test," he reflected, "How to eat the dining room? Can I sign the meal checks to be added to my weekly bill or do they take the cash and let the credit go? Well, writing an hotel bill may be in the lock-up for defrauding an innkeeper, but that's no reason I shouldn't enjoy my breakfast," was his philosophic conclusion, and he attacked the viands with ardor. The meal concluded, the waiter presented the check. It was a tense moment. Brinton nervously scrutinized his signature across the paper and waited results. The waiter bowed courteously and slipped it in his pocket. Saved! Brinton arose and went out to seek his new job. As Watson Brothers & Co.'s establishment was the largest in the city he found no difficulty in locating it.

For a week the young man lived at the hotel without spending a cent in cash. When he received his pay check the following Saturday he paid his bill and sought less expensive quarters. But the point is: His nerve in lacking a first class hotel the day the day the President of the coal mining company remarked: "It's much easier to borrow \$1,000,000 than \$100,000."

cost me only eight cents apiece. Then I had several thousand cards printed headed "Baseball Frogs." Beneath appeared an offer of a new baseball free with every pair of boy's shoes purchased at our store, provided the card was presented at the time of the purchase. These were distributed to the boys as they came out of school. "Did it pull? Man, I've concluded that there's something in the European way of doing things. We give our children! They certainly exert a strong influence on the family purchasing department. We had to re-order baseballs to meet the demand. Backed by newspaper space, the scheme caused a veritable run on our shoe department. Since that experience we're certainly making a play for the youngsters' trade. We give inexpensive dolls to the girls; boys' books with our boys' suits, etc. And it most assuredly brings the business. "Next week, we're putting in a Boy Scout window, a camping scene, and expect it to create a sensation. Yes, it pays to appeal to the small fry."

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THE FAMILY PHYSICIAN

"Fruit-a-tives" is the Stand-by in This Ontario Home

"My wife was a martyr to Constipation. We tried everything on the calendar without satisfaction, and spent large sums of money, until we happened on 'Fruit-a-tives'. We have used it in the family for about two years, and we would not use anything else as long as we can get 'Fruit-a-tives'."

J. W. HAMMOND. Scotland, Aug. 25th, 1918. "FRUIT-A-TIVES" is made from fruit juices and tonics—is mild in action—and pleasant in taste. 50c. a box, 6 for \$2.50, trial size 25c. All dealers or sent by Fruit-a-tives Limited, Ogdensburg, New York.—Adv.

OCEAN LINES STEAMBOATS TRAVEL

WHERE TO GO AND HOW TO GET THERE

SUNDAY AND HOLIDAY TRIPS STEAMER CITY OF LOWELL SUNDAY, JULY 4 TO BRIDGEPORT MONDAY, JULY 5 OUT ON LONG ISLAND SOUND STEAMER RICHARD PECK SUNDAY, JULY 4, AND MONDAY, JULY 5 TO NEW HAVEN

UP THE HUDSON By Daylight NEW YORK to ALBANY All Services Daily Except Sunday.

Independence Day (July 5th) Outings on Big, Swift Day Line Steamers "Hendrick Hudson" AND "Washington Irving" To KINGSTON POINT \$2.00

Afternoon Boat Hudson River Day Line

SEARCHLIGHT ROUTE HUDSON NAVIGATION COMPANY

IRON STEAMBOAT CO. A DAY OCEAN TAURUS CONEY ISLAND

BEAR MOUNTAIN "HIGHLANDER" and "MARY POWELL"

UNION DIME SAVINGS BANK 40th Street and 6th Avenue

Dollar Savings Bank 2508 Third Avenue

BEAR MOUNTAIN "HIGHLANDER" and "MARY POWELL"

DANCING S. S. "MANDALAY" DAILY and AFTERNOONS

DAILY and SUNDAY TRIPS TO Interstate Park Landings

SUMMER RESIDENCES TO LET

Lehigh Valley Railroad \$1 NIAGARA AND RETURN OVER 4TH OF JULY

A DAY'S PLEASURE EXCURSIONS

MAUCH CHUNK \$1.50 INDEPENDENCE DAY, JULY 4th

Watches, Diamonds, Credit

DIAMONDS ON CREDIT

BROADWAY AND THIRTY-THIRD STREET Gimbel Subway Store

A Most Interesting Pre-4th of July Sale Thousands of Women's & Misses' Dresses, Skirts, Coats, Bathing Suits At Very Special Low Prices Tomorrow at July Clearance Prices! An Event Among Events.



2000 WASH SKIRTS \$1 Copied of \$2 to \$4 Models; 15 different styles to choose from; all big bargains.

1,400 Summer Dresses for Women and Misses 100 Samples of Silk Dresses. Black and colors, from \$5 to \$12.75. Cotton Dresses of Striped and Dotted Voiles, and very pretty linen dresses, \$1.50 to \$5.50.

Bathing Suits at Reduced Prices Women's, Misses' and Children's Bathing Suits, \$1.50, \$1.95, \$2.95 and \$3.95. Bathing Shoes, 25c, 35c and 50c. Bathing Caps, 25c, 35c and 50c.

Women's \$2 and \$2.50 Parasols, \$1.50 All up-to-date styles and shapes. White and black satin stripe mesaline, plain taffeta with ribbon borders and plain silks in all colors. Also many other styles.

Women's Novelty Low Shoes \$1.95 Pumps and Oxfords in the smart styles that retail at \$3.50 and \$4.

Tomorrow—500 85c House Dresses, 50c These are Excellent Values—You'll Surely Want General.

Buy Yourself a Blue Serge Suit \$9 Just Before The Fourth Sale of Men's and Young Men's Blue Serge Suits, at...

1,400 Manufacturers' Samples at 65c Such garments as usually retail at \$1 and \$1.25. Included are: Night Gowns of Nainsook and Crepe, lace and embroidery trimmed, 65c.

SHIRTS New York's Greatest Sale of Men's High Grade Shirts still on and in full swing, new assortments arriving daily from Factory to keep up with the demand. Any Shirt in the House (EXCEPTING PURE SILK) \$2.75, \$2.50, \$2.25, \$2.00 Grades YOUR UNRESTRICTED CHOICE

SALE U.S. ARMY AND NAVY GOODS For Campers, Bungalows, Boy Scouts, etc.

Your Lazy Liver Needs This Fine Constipation Remedy To subdue a stubborn liver; overcome constipation, quickly banish dizziness, quickness, indigestion, headache and blues there is nothing on earth so good as Carter's Little Liver Pills.

MELLEN TREATMENT For Drug and Alcohol Patients Your own or your physician, it is as effective as any medicine in the world.

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1,000 BOYS' WASH SUITS 45c For Boys 3 to 7 Years, at...