WONDERFUL STEPPING STONES



MISER SAVER BIG SUM BUT ONLY TO LOSE IT

Man Did Not Follow Principles of Government Bureaus Are Co-operating Thrift-Sole Idea Was to Hoard His Money, Spending Nothing.

A modern Midas of Chicago, who had accumulated \$300,000 by never spending anything, recently was dethe chickens to avoid spending money ment. on lights and lived on \$55 a year.

come tax law and now his children are lior-are always carrying out plans to handle his beloved savings. This characteristic of their special domains modern Midas was not a thrifty man, of work designed to accomplish the He was a miser. True thrift enhances general aim-thrift. Not only are and increases the wealth of the world. the same principles held in common. Hoarding money benefits neither the but ideas and material are interchangmiser nor his fellows. Wise spending ed and employed to further the paris as essential as wise saving, and ticular lines of each department's wise investment is as important as work. either; wise spending or the comforts In the Treasury Department the and pleasures of itfe as well as the Savings Division is endeavoring to necessities makes for the thriftiest bring home the value of sensible life and stimulates production. Wise economy as a principle of living; to investment makes possible the crea- interpret thrift, not as miserliness, tion of new wealth.

ing. He secures only the meager sat-ture needs and steadily saving for isfaction of watching his pile of money worthwhile purchases, to take advantgrow. The wise exponent of thrift age of an opportunity or against a and sound investment has the com- rainy day. The Savings Division of forts and pleasures of life and saves fers the Thrift Stamps and War Savat the same time. The foolish man ings Stamps a practical inducement spends his money for what he neither to acquring the power of a financial needs nor really wants; does not at- reserve. tain the comforts and lasting pleasures of life and saves nothing.

of comfort and happiness instead of years of squalor and want. If he had saved wisely he would have had the love and respect of his family and associates. If he had invested wisely he would have been competent to handle his own affairs.

"Waste not-want not" is still the modern axiom of thrift but "want not" must not be interpreted to mean not wanting the things that make life worth the living. Don't be a modern

PICKING UP THAT PIN

A story of E. H. Harriman, who died its him with one day picking up a investment to the Indian service. small steel letter clip dropped on the floor by a careless employee.

"I'd like to have as my annual income," said Mr. Harriman, "the value of material thrown away every year by indifferent workers in the offices and factories of America. In a few years I'd be the richest man in the

"LIKE UM" and "LICK UM

From faraway Tulsa, Okla., comes the story that War Savings Stamps are tremendously popular among the Indians who have grown rich from oil wells discovered on their properties.

"Stick-em-on" competitions are popular among the Indian Rockefellers, who buy the \$5 stamps in sheets, arrange their cards neatly and start licking and sticking at a prearranged signal.

After all the stamps had been stuck on during a recent contest the Indians capped the "field meet" by lining up and racing to the postoffice to get the stamps registered. Blue Nose Smells-No- Meat won the race and had his stamps registered first. He had pasted on \$485 worth of War Savings Stamps in six minutes and fourteen seconds. His time to the postoffice was 56 seconds flat.

double duty for you-in War Savings has is twice five thousand-like the Stamps

Money caved is what counts. Invested in War Savings Stamps it grows day and night.

In a multitude of thrifts there is safety from worry. Buy wisely, save | Morey spent is money gone; investintelligently, and invest in Thrift ed in War Savings Stamps it stays Stamps and War Savings Stamps. | with you.

FIVE DEPARTMENTS ARE AIDING THRIFT

to Promote Widespread Savings Among All Classes of People.

Co-operation and co-ordination of clared incapable of handling his af- government departments in aid of the fairs. He became incapable not be national movement to promote regular cause he amassed \$300,000 but because saving. wise buyite, sound investment of the way he accumulated it. He es- and reinvestment are shown in a retranged his family, went to bed with cent report to the Treasury Depart-

Five departments-Treasury, Labor, Then he ran afoul of the puzzling in- Commerce, Agriculture and the inter-

but as the wise management of one's The miser saves but spends noth- affairs, taking heed of present and fu-

Realizing that saving is greatly! stimulated by having a definite object If the modern miser of Chicago had in view, the Department of Labor has spent wisely he would have had years launched an OWN YOUR HOME movement.

The Department of Commerce, in conjunction with the Council of National Defense, is engaged in a BUY NOW. BUT ONLY WHAT YOU NEED, campaign.

The Department of Agriculture has undertaken to have its county agents home demonstration agents. numbering several thousand men and women, include the message of thrift in all their work.

In the Department of the Interior the Bureau of Education is making thrift an important part of its Americanization program and of its schools and library work. The Indian Bureau has issued material and called on all agents to assist in bringing home the leaving an estate of \$75,000,000. cred- value of intelligent saving and safe

THRIFT TABLE

25 Pennies=1 Thrift Stamp. 16 Thrift Stamps=1 W. S. S. 20 W. S. S.=1 Hundred Dollar

5 Hundred Dollar Stamps=First installment on your home.

Thrift Stamps will stick when a fellow needs a friend.

Make Thrift a happy habit through War Savings Stamps.

INTEREST

Here is what one man did. If you don't know him you know some one just like him in your community.

Twenty years ago he owned the lothes he stood in and that was about

He saved fifty dollars the first year; the next year, with a little better wages, seventy-five.

One thing with another-a wife and family included—he has saved an average of five dollars a week for twenty years.

What he saved in twenty years was Put your money where it will do about five thousand dollars. What he

man in the parable. His dollars working for him now bring him more than his yearly saving.

Make Thrift a happy habit through War Savings Stamps.

THE COUNTRY WEEKLY

The striking and delightfully orig- The metropolitan daily has its place well inal sentence stands out conspicuous- of course. Everybody wants it: ev- We know Mr. and Mrs. Smith: by home paper is worth, to the adr as a slogan for advertisers in the crybody should have access to it, be- but we do not know the king. And the vertiser, hundreds of billboards, and

Georgia's splendid weekly press.

izen is interested-which service the status of any foreign nubob. The Covington News is a very country weekly cannot perform. So So the country newspaper is taken in Africa a crop of the blackest,

tion that "An ad in The News is worth has the gripping interest; that satisfour on the fence" is not only true in fies the human soullonging, and that its literal application, but equally true keeps bright the fires of the heart racity. Its contents are devoured by as to the value of advertising in every like the intimate little items from the other weekly newspaper in Georgia, precinct and the cross-roads-news of equal circulation and standard. I that keep us informed as to the ups Because, when all is said and done, and downs, the joys and the sorrows,

king, in point of news interest, com- advertising columns, hat "mother and child are both doing accesity to community progress.

cause it supplies the general world | welfare of the Smith baby is of greater miles upon miles of lettered fence. "An ad in The News is Worth Four news-in which every live-minded cit- concern to us than is the political Atlanta Constitution.

much alive and a bright and influen- the public must rely upon the daily into the household; its coming is a curliest closest hair imaginable makes tial country weekly newspaper, typi- press to keep it abreast the times and weekly event; looked forward to with a girl the belle of the kraal, especially cal of the high general average of informed upon the big event of the eager anticipation, and it is read, if she be plump, with piggy eyes, thick The bold, uncompromising declara- But after all, there is no news that friendly interest, abiding trustfulness and a skin that shines like a cooking and implicit faith-born of long asso-stove. ciation and companionship-in its veter from home."

per and otherwise, that circulate "goings and the comings" of these cluding practically every man, woman among the rural people, none has the we know and in whose lives and vi- and child in the community, all of intimate appeal and the pulling power cissitudes and perigranations we hold whom believe what it says and have a the Olympic games to be held in Antof the home paper—of the country an abiding and affectionate interest. friendly regard for those who carry were next year. This wil disappoint What is the abdication of a foreign their business messages through its

pared with the lifth of a bany in the . The country weekly is not only a home of Bill Smith- and information community asset, but it is an absolute

one good, live, well-supoprted coun-

African Idea of Beauty.

item by item, column by column, with tips, a nose like an India rubber shoe,

High Fliers.

the household with the avidity that is Following complaints from churches bestowed by a wanderer upon a "iet. in Santa Monica, Cal., the council has decreed that all aviators flying there Hence its appeal; hence its grip; on Sunday between the hours of 10 or all the other publications, newspa- the pleasures and tribulations, the hence its hold upon its readers-in- a. m. and 1 p. m. must keep up among

> The marathon is to be droped from those who like a run for their money.

We Are Doing Our Bit to Keep Down the H. C. L.

We don't pretend to the gift of prophesy, but shoe prices looked good to us in March and April and accordingly we backed our judgment and bought a very heavy stock. This good buying puts us in a position of being able to save you quite a lot of money on your shoes this winter,

for we have marked the shoes at prices according to what we paid rather than what they are worth today.

BASEMENT SHOE PRICES are always lower, for our basement is entirely out of the high rent, district. Then again every pair of shoes you buy of us is the same good quality you are accustomed to get and backed by the same guarantee. This year is a good year to stick to firms that you know are going to give you a square deal.

Economy Basement

RAJAH MEN'S SHOES

These few lots of men's shoes were bought last winter and are priced at last winter's prices. They won't stay here at these prices; it will pay you to buy your pair now; don't put it off.

Brown Calf, blucher, Big Dick
Tan Calf, blucher, Nabob Last
Black Vici, blucher, Big Dick
Tan Cali, blucher, Big Dick\$5.90
Gun Metal Button, Nabob\$1.90
Gun Metal, blucher, Vogue last\$1.9
Tan Calf, blucher, Durbar last\$3.9
Box Calf, blucher, Senator last
Gun Metal, English last
MUDK SHUES

MALL SHAFE

Smoak Elk, bucher, welt, wing tip	
Tan Elk, blucher, welt, wing tip	
Tan Army, blueher\$5.95	
Tan Army, blucher, Munson last\$5.95	
Tan Army, blucher, Munson last	
Tan High Cut Scout	
Tan, blucher, D. G	
Tan Scout Shoes\$3.95	
Black Scout Shoes\$3.95	
Tan Scout Shoes\$3.45	
Black Scout Shoes\$3.45	•
Tan Scout Shoes	

BASEMENT LADIES' SHOES

Brown Kid, lace, plain toe, Louis heel	٠.	\$6.45
Black Glaze Kid, lace, plain toe. Louis heel		\$5.95
Black Glaze Kid, lace, plain toe, Cuban heel	• •	\$5.95
Brown Calf, lace, English last, Cuban heel		\$5.95
Kid Lace, plain toe, Cuban heel		\$5.95
Kid Lace, English last	٠,	\$5.95
Kid Lace, plain toe, Cuban heel		\$5.95
Havana Brown Kid Boot, Louis heel		\$5.95
Kid Lace	. ,	\$5.45
Brown Calf, lace, low heel, English		\$5.45
Nid Lace, plain toe, low heel		\$5.45
Brown Calf, lace, military heel, English		\$5.45
Gun Metal lace, low heel, English		\$4.45
Storm Calf, blucher, work shoe		\$1.45
Tan Storm Calf blucher, low heel, wing toe	٠.	\$1.15
(A) (A) (A) (A) (B) (B) (B) (B) (B) (B) (B) (B) (B) (B		

Kid Lace plain toe, low heel......\$3.95 Gun Metal, plain toe, low heel......\$3.95 Kid Lace, Louis heel, broad toc......\$3.95 Kid Lace, low heel, English.....\$3.95 Kid Lace. Cuban heel.......\$3.95 Kid Lace, English last......\$3.95 Gun Metal, lace, English......\$3.95 Box Calf, lace, low heel, broad toe cap......\$3.45

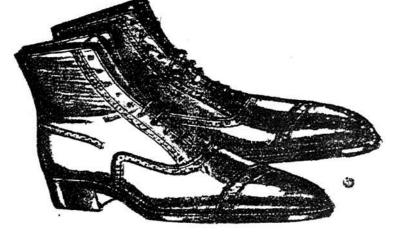
BASEMENT MISSES'

Grewn Calf. English last, sizes 11 1-2 to 2, \$3.95; 8 1-2 to 11.. \$3.45 Gun Metal, button, extension sole, sizes 11 1-2 to 2 \$3.95; 8 1-2 Kid English last, sizes 11 1-2 to 2, \$3.45; 8 1-2 to 11......\$2.95 Gun Metal, English last, sizes 11 1-2 to 2, \$3.15; 8 1-2 to 11.. \$2.95 Kid Lace, cap too sizes 11 1-2 to 2, \$3.45; 8 1-2 to 11.....\$2.95

Gun Metal, English last, sizes 11 1-2 to 2, 83.45; 8 1-2 to 11. \$2.95 Tan Storm Calf, button, sizes 11 1-2 to 2, \$3.45: 8 1-2 to 11.. \$2.45 Tan Storm Calf, lace, sizes 11 1-2 to 2, \$3.15; 8 1-2 to 11....\$2.95 Gun Metal Button, sizes 11 1-2 to 2, \$2.95; 8 1-2 to 11......\$2,45 Kid Lace, English last, sizes 11 1-2 to 2, \$2.95; 8 1-2 to 11....\$2.45 Box Calf, lace, sizes 11 1-2 to 2, \$2.45; 8 1-2 to 11...........\$1.95

BASEMENT BOYS' SHOES

Boys' Brown Calf Army Shoes sizes 2 1-2 to 5, \$4.45; 13 1-2 to 2 \$3.95 Boys' Brown Calf, English last, sizes 2 1-2 to 5, \$3.45; 13 1-2 10 Z 82.95 9 to 13......\$2.45



Gun Metal, English fast, sizes 2 1-2 to 5, 83.45; 13 1-2 to 2...\$2.95 9 to 13\$2.15 Boys' Brown Calf. Scout shoes, sizes 2 1-2 to 5, \$3.45; 13 1-2 Gun Metal, English last, sizes 2 1-2 to 5, \$3.45; 13 1-2 to 2..\$2.95 Box Cali blucher, sizes 2 1-2 to 5, \$2.95; 13 1-2 to 2, \$2.45; 9

