

WONDERFUL STEPPING STONES



MISER SAVER BIG SUM BUT ONLY TO LOSE IT

Man Did Not Follow Principles of 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 declared incapable of handling his affairs.

PICKING UP THAT PIN

A story of E. H. Harriman, who died leaving an estate of \$75,000,000, credits him with one day picking up a small steel letter clip dropped on the floor by a careless employee.

"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.

Put your money where it will do double duty for you—in War Savings Stamps.

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

In a multitude of thrifths there is safety from worry. Buy wisely, save intelligently, and invest in Thrift Stamps and War Savings Stamps.

FIVE DEPARTMENTS ARE AIDING THRIFT

Government Bureaus Are Co-operating to Promote Widespread Savings Among All Classes of People.

Co-operation and coordination of government departments in aid of the national movement to promote regular saving, wise buying, sound investment and reinvestment are shown in a recent report to the Treasury Department.

Five departments—Treasury, Labor, Commerce, Agriculture and the Interior—are always carrying out plans characteristic of their special domains of work designed to accomplish the general aim—thrift.

In the Treasury Department the Savings Division is endeavoring to bring home the value of sensible economy as a principle of living; to interpret thrift, not as miserliness, but as the wise management of one's affairs, taking heed of present and future needs and steadily saving for worthwhile purchases.

Realizing that saving is greatly stimulated by having a definite object in view, the Department of Labor has 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 and 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 value of intelligent saving and safe investment to the Indian service.

THRIFT TABLE

- 25 Pennies=1 Thrift Stamp. 16 Thrift Stamps=1 W. S. S. 20 W. S. S.=1 W. S. Dollar Stamp. 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 clothes he stood in and that was about all.

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 about five thousand dollars. What he has is twice five thousand—like the 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.

Money spent is money gone; invested in War Savings Stamps it stays with you.

THE COUNTRY WEEKLY

The striking and delightfully original sentence stands out conspicuously as a slogan for advertisers in the Govington News: "An ad in The News is Worth Four on the Fence."

The Govington News is a very much alive and a bright and influential country weekly newspaper, typical of the high general average of Georgia's splendid weekly press.

The bold, uncompromising declaration that "An ad in The News is Worth Four on the Fence" is not only true in its literal application, but equally true as to the value of advertising in every other weekly newspaper in Georgia, of equal circulation and standard.

Because, when all is said and done, or all the other publications, newspaper and otherwise, that circulate among the rural people, none has the intimate appeal and the pulling power of the home paper—of the country weekly.

The metropolitan daily has its place of course. Everybody wants it; everybody should have access to it, because it supplies the general world news—in which every live-minded citizen is interested—which service the country weekly cannot perform. So the public must rely upon the daily press to keep it abreast of the times and informed upon the big event of the day.

But after all, there is no news that has the human interest; that satisfies the human soul; that keeps bright the fires of the heart like the intimate little items from the precinct and the cross-roads—news that keep us informed as to the ups and downs, the joys and the sorrows, the pleasures and tribulations, the "goings and the comings" of those we know and in whose lives and vicissitudes and perignations we hold an abiding and affectionate interest.

What is the abdication of a foreign

king, in point of news interest, compared with the birth of a baby in the home of Bill Smith—and information that "mother and child are both doing well?"

We know Mr. and Mrs. Smith, but we do not know the king. And the welfare of the Smith baby is of greater concern to us than is the political status of any foreign nabob.

So the country newspaper is taken into the household; its coming is a weekly event; looked forward to with eager anticipation, and it is read, item by item, column by column, with friendly interest, abiding trustfulness and implicit faith—born of long association and companionship—in its veracity. Its contents are devoured by the household with the avidity that is bestowed by a wanderer upon a "letter from home."

Hence its appeal; hence its grip; hence its hold upon its readers—including practically every man, woman and child in the community, all of whom believe what it says and have a friendly regard for those who carry their business messages through its

advertising columns. The country weekly is not only a community asset, but it is an absolute necessity to community progress.

One good, live, well-supported country home paper is worth, to the advertiser, hundreds of billboards, and miles upon miles of lettered fence.—Atlanta Constitution.

African Idea of Beauty.

In Africa a crop of the blackest, curliest, closest hair imaginable makes a girl the belle of the kraal, especially if she be plump, with piggy eyes, thick lips, a nose like an India rubber shoe, and a skin that shines like a cooking stove.

High Flyers.

Following complaints from churches in Santa Monica, Cal., the council has decreed that all aviators flying there on Sunday between the hours of 10 a. m. and 1 p. m. must keep up among the clouds.

The marathon is to be dropped from the Olympic games to be held in Antwerp next year. This will disappoint 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.....\$7.45 Tan Calf, blucher, Nabob Last.....\$6.95 Black Vici, blucher, Big Dick.....\$6.45 Tan Calf, blucher, Big Dick.....\$5.95 Gun Metal Button, Nabob.....\$1.95 Gun Metal, blucher, Vogue last.....\$4.95 Tan Calf, blucher, Durbar last.....\$3.95 Box Calf, blucher, Senator last.....\$3.95 Gun Metal, English last.....\$3.95

WORK SHOES

- Regulation Tan Army Shoe.....\$7.95

BASEMENT LADIES' SHOES

- Brown Kid, lace, plain toe, Louis heel.....\$6.45 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.....\$5.95 Kid Lace, plain toe, Cuban heel.....\$5.95 Havana Brown Kid Boot, Louis heel.....\$5.45 Brown Calf, lace, low heel, English.....\$5.45 Kid 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.....\$4.45 Tan Storm Calf blucher, low heel, wing toe.....\$4.45

- Smock Elk, blucher, welt, wing tip.....\$6.45 Tan Elk, blucher, welt, wing tip.....\$6.45 Tan Army, blucher.....\$5.95 Tan Army, blucher, Munson last.....\$5.95 Tan Army, blucher, Munson last.....\$4.95 Tan High Cut Scout.....\$4.45 Tan, blucher, D. G.....\$4.45 Tan Scout Shoes.....\$3.95 Black Scout Shoes.....\$3.95 Tan Scout Shoes.....\$3.45 Black Scout Shoes.....\$3.45 Tan Scout Shoes.....\$2.45

BASEMENT MISSES' AND CHILDREN'S SHOES

- Brown 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 to 11.....\$2.95 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, \$3.45; 8 1-2 to 11.....\$2.95 Kid Lace, cap toe, 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, \$3.45; 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, \$3.45; 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 Kid Lace Shoes, 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 to 2 \$2.95 9 to 13.....\$2.45

- Gun Metal, English last, sizes 2 1-2 to 5, \$3.45; 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 to 2.....\$2.95 Gun Metal, English last, sizes 2 1-2 to 5, \$3.45; 13 1-2 to 2.....\$2.95 Box Calf blucher, sizes 2 1-2 to 5, \$2.95; 13 1-2 to 2, \$2.45; 9 to 13.....\$1.95

