

MORE LETTERS

FROM A
SELF-MADE
MERCHANT

To His Son.

Planting the Financial Tin Can

Don't Expect to Grow a Crop
of Tomatoes From the One
Planted on the Label

DON'T care how much or how little money you make, I want you to understand that there's only one place in the world where you can live a happy life, and that's inside your in-

Extracts From "Old Gorgon Graham," George Horace Lorimer's New Book, With Special Arrangement by the Publishers, Doubleday, Page & Company.

come. A family that's living beyond its means is simply a business that's losing money, and it's bound to go to smash. And to keep a safe distance ahead of the sheriff you've got to make your wife help. More men go broke through bad management at home than at the office. And I might add that a lot of men who are used to getting only one dollar's worth of food for a five dollar bill down town expect their wives to get five dollar's worth of food for a one dollar bill at the corner grocery and to save change toward a pair of diamond earrings. These fellows would plant a tin can and kick because they didn't get a case of tomatoes.

Of course some women put their husbands' salaries in their banks instead of his ribs, but there are a heap more men who burn up their wives' new sealskin coats in two bit cigars. Because a man's a good provider it doesn't always mean that he's a good husband. It may mean that he's a loafer. And when there's a cuss in the family, and it comes down to betting when, on general principles the man always carries my money. I make mistakes at it, but it's the only winning system I've ever been able to discover in games of chance.

You want to end the wedding trip

with a business meeting and talk to your wife as frankly as you would to a man whom you'd taken to partnership. Tell her just what your salary is and then lay it out between you—so much for joint expenses, the house and the housekeeping, so much for her expenses, so much for yours and so much to be saved. That last is the one item on which you can't afford to economize. It's the surplus and undivided profits account of your business, and until the concern accumulates a big one it isn't safe to move into offices on Easy street.

A lot of fool fathers only give their fool daughters a liberal education in spending, and it's pretty hard to teach them the real facts about earning and saving, but it's got to be done, unless you want to be the fool husband of a fool wife. These girls have an idea that men get money by going to a benevolent old party behind some brass bars and showing a check at him and telling him that they want it in fifties and hundreds.

You should take home your salary in actual money for a while and explain that it's all you got for sweating like a dog for ten hours a day through six long days and that the cashier handed it out with an expression as if you were robbing the cash drawer of an orphan asylum. Make her understand that while those that have get, when they present a check, those that haven't get it in the neck. If you want to get on duty when papa's daughter has a papa that Bradstreet rates A.A. and that when papa's daughter's husband presents a five dollar check with a ten cent overdraft he's received by a low browed old brute who calls for the money to put him out. Tell her right at the start the worst about the butcher, and the grocer, and the policeman, and the milkman, and the plum-

ber, and the gas meter—that they want their money and that it has to come out of that little roll of bills. Then give her enough to pay them, even if you have to grab for your lunch from a high stool. I used to know an old Jew who said that the man who carved was always a fool or a hog, but you've got to learn not to divide your salary on either basis. Make your wife pay cash. A woman never really understands money till she's done that for awhile. I've noticed that people rarely pay down the money for foolish purchases; they charge them. And it's mighty seldom that a woman's extravagant unless she's done that for awhile. There's something about counting on the actual legal tender on the spot that keeps a woman from really wanting a lot of things which she thinks she wants.

A POOR INGREDIENT

Adding Mother-in-law to the Domestic Pot Often Makes It Boil Over.

A GOOD cook, a good wife and a good job will make a good home anywhere, but you add your mother-in-law and the first thing you know you've got two homes, and one of them is being run on allumy.

You want to remember that beside your mother-in-law you're a comparative stranger to your wife. After you and Helen have lived together for a year you ought to be so well acquainted that she'll begin to believe that you know almost as much as mamma. But

during the first few months of married life there are apt to be a good many tie votes on important matters, and if mother-in-law is on the premises she is generally going to break the tie by casting the deciding vote with daughter. A man can often get the best of one woman or ten men, but not of two women when one of the two is mother-in-law.

What a young wife starts house-keeping with her mother too handy it's like running a business with a new manager and keeping the old one along to see how things go. It's not in human nature that the old manager, even with the best disposition in the world, shouldn't knock the new one a little, and you're Helen's new manager. When I want to make a change I go about it like a crab—get rid of the old shell first and then plunge right in and begin to do business with the new skin. It may be a little tender and open to attack at first, but it doesn't take long to toughen up when it finds out that the responsibility of protecting my white meat is on it.

Being Something That You Ain't

If You Try to Fool the World,
You Fool Only Yourself.

AFTER you've been married a little while you're going to find that there are two kinds of happiness you can have—home happiness and fashionable happiness. With the first

kind you get a lot of children and with the second a lot of dogs. While dogs mind better and seem more affectionate, because they kiss you with their whole face, I've always preferred to associate with children. Then for the first kind of happiness you keep house for yourself, and for the second you keep house for the neighbors.

You can buy a lot of home happiness with a mighty small salary, but fashionable happiness always costs just a little more than you're making. You can't keep down expenses when you've got to keep up appearances—that is, the appearance of being something that you ain't. You in the fix of a dog chasing his tail—you can't make ends meet, and if you do it'll give you such a crick in your neck that you won't get any real satisfaction out of your gymnastics. You've got to live on a rum-p-stick basis when you're alone so that you can appear to be on a quail on toast basis when you have company. And while they're eating you're quail and betting that they're cold storage birds they'll be whispering to each other that the butcher told their cook that you lived all last week on a soup bone and two pounds of hamburger steak. Your wife must hog it around the house in an old wrapper because she's got to have two or three of those dresses that come high on the hills and low on the shoulders, and when she wears 'em the neighbors are going to wonder how much you're short in your accounts. And if you've been raised a shouting Methodist and been used to hollering your satisfaction in a good hearty "Glory!" or a "Hallelujah!" you've got to quit it and go to one of those churches where the right answer to the question "What is the

chief end of man?" is "Dividend," and where they think you're throwing a fit and sick the sexton on to you if you forget yourself and whoop it up a little when your religion gets to wailing.

Then if you do have any children you can't send them to a plain public school to learn reading, writing and arithmetic, because they've got to go to a fashionable private one to learn how Latin, hog wash and how much the rich children are going to do that they're pushing little kids, but they've got to learn to push and to shove and wanted if they intend to herd with the real Angora billy goats. They've got it in front of them and to kick out at every one behind them. It's been my year course in snubbing before you can graduate a first class snub.

Then when you've sweat about it for a dozen years or so you'll wake up some morning and discover that your appearances haven't deceived any one but yourself. A man who tries that game is a good deal like the fellow who puts on a fancy wig and a dirty shirt—he's the only person in the world who can't see the egg spots under his chin.

OLD GORGON GRAHAM

Being more letters of a self-made merchant to his son, a new work by George Horace Lorimer. Illustrated by F. R. Granger and Martin Justus—Dial, Desert News Book Store.

LEGAL BLANKS, a full supply, all the latest forms at the Desert News Book store.

ESTABLISHED 1864

Fluerbach & Bro.

ONE PRICE TO ALL NEVER UNDER SOLD

signed to make it such. Each day shall stand for some conspicuous bargain event. Truly our offerings represent a galaxy of bargains not to be met elsewhere.

Truly a Time For Giving Thanks

AND you can save enough money by making your purchases from these underpriced offerings to be doubly thankful. If you have traded with us during the ten months past you have garnered in the ripened fruitage of a most propitious bargain year. Monday and the coming days of next week could be fittingly called Thanksgiving week, and we have de-

MONDAY From 9 to 12 o'clock.

Flannel Bargain!

Get Here Early if you want the Best Flannel Bargain Ever Offered.

50 pieces in the lot, but they will go quicker than a wink, all the best teal and twilled
OUTING FLANNELS,
in solid colors, bias—dark and light shades. Selling everywhere at 15c. Monday from 9 to 12 o'clock, 15 yards to a customer, at, per yard..... **9½c**

MONDAY From 9 to 12 o'clock.

Ladies' Golf Gloves!

—Ladies plain or fancy all wool Golf Gloves, in a great variety of styles, all sizes and colors, some of the prettiest and best 10c. Gloves in the city, go on sale Monday morning for three hours at, per pair..... **25c**

MONDAY From 9 to 12 o'clock.

Gents' Handkerchiefs.

In Our Gents' Furnishing Section—Special.
50 dozen Gents' White Linen Hemstitched Handkerchiefs. Regular 20c quality. No more than 6 to a customer. Special for 3 hours for half price..... **10c**

MONDAY From 9 to 12 o'clock.

Union Linen Hemmed Huck Towels!

The following TOWEL SPECIAL is sure to attract most every economical housekeeper, hotel and rooming-house keeper:
100 dozen heavy Union Linen Hemmed Huck Towels, size 18x36, regular price 15c each, Monday from 9 to 12 o'clock, in dozen lots only, priced as low as ordinary..... **\$1.25**
Cotton Towels, at, per doz.

MONDAY From 2 to 5 p. m.

Millinery Dept. Special

Hat Bargains getting better all the time. For the above 3 hours ladies' and children's untrimmed Hats, worth \$1.50, at, each..... **25c**

MONDAY From 2 to 5 p. m.

Bed Spread SPECIAL!

Another BED SPREAD SPECIAL, the shrewd shopper will hurry for. The best \$5.00 grade Satin weave fringed Marcellines, white Bed Spreads, with choice raised designs, extra size, measuring 75x90 inches, on sale Monday from 2 to 5 o'clock, one to a customer, at..... **\$2.95**

MONDAY From 2 to 5 p. m.

15c Silkolines, 8½c

Don't want to appear in the light of hurrying you—not a bit—but this offering can hardly fail to keenly interest a vast number of people same as yourself, and they are going to arrive pretty early. Another lot of 15c DRAPERY SILKOLINES magnificent new art patterns, in the most artistic color combinations, all one yard wide. Monday from 2 to 5 o'clock, at, per yard..... **8½c**

SPECIAL THANKSGIVING DRIVES IN

Ladies' & Children's Hosiery

These decidedly opportune and extremely special offerings in Hosiery should command a more than ordinary share of your attention, inasmuch as it offers the most dependable qualities at extremely low prices.

AT 25c a PAIR!

Ladies best 25c grade all wool fast black cashmere Hosiery, a finest silk laced fast black cotton Hosiery and a plain black cotton Hosiery, with fancy embroidered ankle. It'll be well for you to lay in a supply of these during this week's sale.

AT 50c a PAIR!

All our best 75c grades Ladies' plain and ribbed black cashmere Hosiery, with gray merino heels and toes, or entire soles, go for this week's special offer at 50c a pair.

AT 43c a PAIR!

You can buy here this week the very best wearing all wool school Hosiery for boys or girls a quality that's unsurpassed for durability and should sell for no less than 60c a pair, being the best you ever bought at that price.

Special THANKSGIVING Drives in Silks

A brilliant bargain event, marvelous prices for equally marvelous silks.

THREE GRAND SPECIALS IN 27-INCH BLACK TAFFETA SILKS.

27-INCH BLACK TAFFETA SILK, soft quality and lustrous, elegant quality for dresses, suits or petticoats. Regular value, 90c. Special Price Monday and all the week, per yard..... **69c**

27-INCH WIDE BLACK TAFFETA SILK, a superior quality, firm, crisp and lustrous, a very fine woven silk, will not break, suitable for entire dresses or shirt waist suits. Regular value \$1.10 a yard. Special Price Monday and all the week, per yard..... **89c**

27-INCH WIDE BLACK TAFFETA SILK, very heavy quality, with high lustre, crisp and rustling, suitable for any and all purposes, dresses, waists or petticoats. Regular value \$1.35. Special Price Monday and all the week, per yard..... **98c**

SPECIAL THANKSGIVING DRIVES IN DRESS GOODS!

If you need dress goods you should direct your attention here, for these are positively the best Dress Goods Bargains in all Salt Lake today.

HEAVY CHEVIOTS IN STRICTLY ALL WOOL quality, suitable for separate skirts or full suits, 38 to 40 inches wide, come in tan, gray, navy, brown, garnet and black. Excellent value. Sold regularly at 75c and 85c. Special for, per yard..... **59c**

FINE SILK AND WOOL CREPE DE PARIS, sheer quality ¾ silk, 44 inches wide, in blue, brown, garnet, gray, tan, navy blue, burnt onion, mahogany, cream, and black. Quality usually sold at \$1.50 a yard. Special for, per yard..... **\$1.10**

CAMEL'S HAIR CLOAKINGS, 44-inch heavy camel's hair cloth, suitable for ladies' and children's coats and jackets, in navy, tan, gray, green, cadet blue, etc. Regular \$3.00 a yard. Special this week at, per yard..... **\$1.75**

SPECIAL THANKSGIVING DRIVES IN LADIES' HANDKERCHIEFS

A marvelous collection at wondrously low prices, the choicest assortment from foreign and domestic looms.

AT 9c EACH.

Ladies' plain, all pure linen, soft finished, hemstitched handkerchiefs, and a variety of Swiss embroidered scalloped border, hemstitched embroidered and lace trimmed handkerchiefs, values well worth 15c each.

AT 3 FOR 50c.

Some of the very noblest styles of fancy embroidered scalloped edged or hemstitched bordered handkerchiefs, just the styles you're now looking for to make up corsage covers, etc., for the holidays. Not one in the lot worth less than 25c each.

AT 3 FOR \$1.00.

Our great new line of the best 50c grade Swiss embroidered scalloped or plain bordered handkerchiefs, including a large number of novel designs, go on sale for this week's lively Handkerchief selling at 3 for \$1.00.

Special Thanksgiving Drives in

Hemstitched Lunch Cloths.

Here's an auspicious saving occasion, only one thing we're sorry for, though, and that's because we've hardly enough for one week's selling.

32 inch square hemstitched Damask squares, choice patterns, regular 75c special for next week at each—
48 cts.

Two styles of 36 inch square hemstitched lunch cloths, worth \$1.25, while they last next week at, each—
79 cts.

36 inch and 45 inch square white Damask lunch cloths in bordered and hemstitched effects, value \$1.50. A special drive for next week, at (each)—
98 cts.

The regular \$2.00 lunch cloths, while they last next week at, each—
\$1.48.

Embroidered and hemstitched lunch cloths, 4-4 and 5-4 sizes, regular price \$2.50 and \$3.75. Next week at, each—
\$1.90.

Drawn work Damask lunch cloths, handsome patterns, 45 and 54 inch square, usually \$3.50, next week at, each—
\$2.65.

The \$5.00 Satin Damask lunch cloth, 6-4 sizes, as long as they last at, each—
\$3.80.



Special Thanksgiving Drives In Our Cloak Dept.

Many Practical, Unusual and Supremely important Bargains in Furs.

Maximum Values. Minimum Prices.

ELECTRIC SEAL BOA, 50 inches long; extra good quality; 6 tails; sold regularly at \$1.75—Special..... **\$1.25**

WOOL SEAL BOA—60 inches long, finished with six tails to match, on sale at..... **\$1.98**

FRENCH MARTIN BOA—Suitable for Misses; choice in brown and black; value \$4.50; Thanksgiving price..... **\$3.00**

GENUINE MARTIN BOA—Finished with six brush tails, \$6.75 value; big bargain at..... **\$4.95**

ISABELLA FOX BOA—One long brush tail on each end, dark or light brown; special price for this week..... **\$7.50**

FRENCH MARTIN BOA—Shaped neck satin lined, finished with silk cord, best \$14.75 fur ever sold; marked down to..... **\$9.50**

SABLE OR ISABELLA FOX BOA—72 inches long, finished with two large brush tails; very rich looking fur; special price..... **15.00**

VERY BEST QUALITY ISABELLA FOX BOA, 50 inches long, two shades of brown; sold regular at \$30.00; special for this week..... **19.50**

MISSIE'S FUR SETS—Trimmed with white angora fur, ribbon and bow on muff; special at \$3.75, \$2.50 and..... **\$1.25**

NEW WALKING SUITS AT \$12.50.

They are made of heavy pebbled cheviot, Norfolk style, belted back, button trimmed, navy blue, brown and black, values up to \$20 at..... **\$12.50**

MONDAY ALL DAY!

\$1.50 Black Satene Waists at 90c.

25 doz. mercerized sateen shirt waists, new yoke effect, tucked front and back, tailor stitching, full sleeves, sizes 32 to 44. A great special for Monday only at..... **95c**

Special Thanksgiving Drives in Flannels, Blankets and Comforts!

We want to cover and keep warm every man, woman and child in this city with our superior blankets, bed comforts and flannels. We are looking to do it.

Full yard wide Canton Flannel, value 25c, special for next week, a yard—

16½ cts.

Full yard wide Rochester wool shaker Flannel, in red or navy blue, value 35c. Special for next week, per yard—

33½ cts.

The heaviest California flannel, all wool Flannel, in red or navy blue, value 50c. Special for next week, per yard—

57½ cts.

Double width fancy all wool Eastern, up-to-date designs in the choicest colorings, particularly appropriate for slumber and bath robes, value \$1.25. Special for next week, per yard—

77½ cts.

Large size robe blankets, in light and dark mottled stripe effects or plain pinks or blues with fancy borders, suitable for bath robes or lounging robes, value \$1.75. Special for next week, a pair—

\$1.22.

The best \$2.00 comforts ever shown, measure 72x54 inches, filled with fine white carded cotton, very soft and fluffy. Special for next week, each—

\$1.95.

11-4 red all wool California Blankets, value \$3.50, measure 72x51 inches. Special for next week, per pair—

\$4.45.

The largest white, all wool California Blankets, value \$15.00, 14-4 size. Special for next week, per pair—

\$11.00.

Special Thanksgiving Drives in

Handkerchief Linens.

The entire stock at enormous price concessions, a great bargain event. YOU'LL FIND THEM REDUCED NEXT WEEK:

From 60c to.....35c a yard
From 95c to.....46c a yard
From 75c to.....55c a yard
From 55c to.....64c a yard
From 90c to.....72c a yard
From \$1.50 to.....\$1.25 a yard
From \$2.00 to.....\$1.50 a yard

Our Shoe Dept. SPECIAL ALL WEEK.

Ladies' patent tip bright Dongola Lace Shoe, with light or heavy extension sole. A good solid shoe and equal to any sold for \$2.00 in the City. Special price this week

\$1.35

We carry a complete line of Rubbers at the lowest prices in the City.

