

# King Midas Has Set Up His Reign In Manhattan

### Money Pours Through Marts of City in Golden Stream and Crowds There This Season Have Been Unprecedented Even in War Time

By ROBERT T. SMALL  
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New York, Oct. 15.—King Midas has set up his throne in Manhattan. Money pours through the marts of the town in a golden stream. The people are spending with hands more lavish than in the hey-days of the World War.

Residents of the city are joined daily by thousands of visitors from other cities just as eager, apparently, as the Manhattanites to join in the rush to buy, and it matters not whether the purchase be food, clothing or amusement.

New York recently spent more than a million and a quarter dollars on a prize fight. The baseball world series has closed with receipts of a million or more. Some of the sharpers before the season began said there was no interest in baseball this fall. They overlooked the power and the desire of the people to spend.

On Saturday next at Belmont Park comes the famous international horse race between Papyrus and Zey. The backers of the match are counting upon a \$500,000 gate. They are justified in this by an advance sale which already has reached half that amount. And the prices they are going to charge! Twenty-two dollars a piece for the best seats. It will be the first time in history that the public ever paid such a price to see a horse race. They pay that much to see a prize fight, the racing people argued, so why not for a horse race? The advance sale shows their reasoning was infallible.

More than thirty thousand people turned out Saturday last to see a football game this early in the season and played in opposition to the world series. All of the colleges and universities hereabouts report the demand for football tickets unprecedented.

These, then, are but a few of the straws which show the way the winds of spending blow. Evidently the people of the United States are in the mood for dalliance and have the means to indulge that mood. There are to be encountered on every side in New York the unmistakable evidences of a nation-wide prosperity. It may be true that the farmers of the country are not in the best of circumstances, but Broadway and Fifth Avenue hear no echo of this cry.

The hotels of New York have been overcrowded for nearly six weeks. Ordinarily the fall season should be opening just about now. It got under way this year far ahead of schedule and found many of the hotels unprepared for the rush. Help was scarce. The summer resorts had not closed. Staff vacations still were in effect.

"How do you account for the early rush of out-of-town folk?" the assistant manager of one of the larger hotels was asked.

"We can account for it in only one way," he replied. "There are no unusual conventions in town, our house does not cater to the buyers of the commercial world, and there seems to be no particular attraction. The people are out for a good time and are coming to New York to have it. Of course the world's series always attracts a large crowd, but we have been filled to overflowing for weeks."

All of the better attractions at the theaters have the "standing room only" signs out nightly. This applies also to the movie places where they charge you \$2 and \$3 for a seat.

The more exclusive and expensive of the shops appear to be doing the greatest volume of business and from them come reports that the women shoppers are buying only the most costly models. The lower priced garments, hats and other articles of feminine apparel are drugs on the market.

The first demand at the hotels also is always for the more expensive rooms. Patrons ordinarily contented with a room and bath are asking this fall for suites. It is difficult for the managers to satisfy them with less.

Among the people at large money never has appeared to be easier or more plentiful than today. New apartment houses which charge from \$6,000 to \$10,000 a year for four to six rooms are the first to fill up. The lower grade of apartment house is being deserted. Why should this not be the case when brick layers are getting from \$14 to \$18 a day and other crafts are being paid in proportion?

When New York feels the pressure of great sums of spending money

to the school.

"The age from two to six is, we grant, the 'home period,' but the mother, even the most intelligent and best intentioned, does not know all that is needed, let alone how to bring to pass the best for her child. She must have the opportunity for finding all this out. Child health centers and conferences are still widely recognized as one of the best methods of educating mothers, and a second valuable method is by study clubs.

"Superintendents, principals and teachers should welcome the chance to procure a better 'stock' of first-grade material and should be concerned over the pre-school child to the end that he may arrive at the

school room door one hundred per cent fit, with brains unhampered by some remediable defect and a beginning of personality and behavior building that will simplify the teacher's job. This will be less costly and will insure a better product all around.

*Morgan's Stores*  
CASH AND CARRY  
UNEEDA BISCUIT,  
Per large pkg., 5c

## Urges Health For Little Children

Dr. Mary Riggs of Philadelphia Addresses Public Health Association

Detroit, Oct. 16 — Instruction of children of the "dangerous," or pre-school age in mental health habits was urged today by Dr. Mary Riggs Noble, chief of the Division of Child Health of the Pennsylvania State Department of Health, in an address before the first annual meeting of the American Child Health Association, in session here.

Dr. Noble was speaking on the general topic "Problems of State and City Child Health Officials," and she selected "The Pre-School Child—Practical Methods of Securing Medical Examination and Supervision" as the subject of her address. This classification includes children of the run-about ages, between two and six years old.

"Mental health habits," she said, "center around self control, self-expression, obedience, courage, clean mental content, right storing of the unconscious, right emotional steering.

"The reasons why so much must be done in these four years form the crux of many of the problems of prevention.

"It is the time to establish firmly physical health habits.

"It is time to catch the early defect and do away with it before lasting harm comes. This can be done by a periodic, regularly recurring and complete physical examination by a doctor and the compilation of a complete record of all findings at each examination. These should be available for reference and should be passed on with the child

this early in the season, a gay winter always is ahead. The coming winter, bids fair to break all previous records.

# MEN!

### An Alarming Suit Value

A group of Blue Worsted Suits, with a small pin stripe. They are well tailored and very popular among men and young men. Special price—

## \$25.00

— See Window Display —

## Spencer-Walker Co.

Where Every Man Finds What He Likes To Wear

# The Cloth Coat

### BECOMES A COSTUME

No longer merely a covering the Cloth Coat today fills a conspicuous space in every well-dressed woman's wardrobe. — it's a costume in itself.

The fabrics are lighter and more pliant of texture. They are deeper and lovelier of tone. As for lines here, too, the tube-like silhouette prevails.

Furs are profuse, often bordering hem and closing and sometimes contrasting cleverly with the color of the Cloth.

## \$15.00 to \$25.00

# AUTUMN CRETONNES

The imported and domestic Cretonnes of our New Fall stock represent the largest display we have ever made.

There are scores of practical ways in which they may be used. Here are a few of them: Window Hangings, Bureau Scarfs, Folding Screens, Pillows, Luncheon Cloths, Applique Work, Slip Covers, Lamp Shades, Table and Buffet Runners.

## 39c to \$1.98

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### The Right Service at The Right Price!

The best groceries to be had is what we have for our customers.

Fresh Vegetables and Fruit in season.

We solicit your patronage.

Phones 3 and 57.

M. P. GALLOP CO.

# Mary Pickford

—in—

## "Tess Of The Storm Country"



MARY PICKFORD in "TESS OF THE STORM COUNTRY"

A story of the wild North Country where strong men and beautiful women make the most interesting human history.

The appealing love story of a simple poverty stricken maid who shows boundless faith of a Woman's love.

An old, old Love Story that will never lose its human appeal, portrayed by America's favorite screen actress.

Never has any story of this kind been shown on the screen with a greater welcome than this picture and actress receives.

### THE CAST

Tessibel Skinner	Mary Pickford
Frederick Graves	Lloyd Hughes
Teola Graves	Gloria Hope
Elias Graves	David Torrence
Daddy Skinner	Forrest Robinson
Ben Letts	Jean Hersholt
Old Man Longman	Gus Saville

# ALKRAMA THEATER

### Today

ADMISSION: — Children 25c; Adults 50c  
SPECIAL MUSIC

## Keep Out of the Puddles

COURTLY Sir Walter Raleigh—cynic, savant and first-class fighting man—desired a favor from good Queen Bess. A puddle in the queen's path made his opportunity. Across it he flung his costly cloak. Her majesty, smiling at his devotion, trod on, dry shod, and Sir Walter's unique self-advertising produced result.

Though most advertising is less spectacular today, it is far more serviceable. It smooths out the every-day pathways of each one of us.

Because of advertising, luxuries and necessities that once would have been worth a king's ransom are yours at little cost. Advertising pits merchant against merchant, artisan against artisan, manufacturer against manufacturer. This competition brings out the best there is in everything for your personal benefit.

You wouldn't know about many boons of modern life were it no for advertising. That is why you are not taking full advantage of the better things in life today if you consistently overlook the advertisements.

Read advertising and keep abreast of the times

Try The Advance For Job Printing