

WHAT COMPOSES POPULARITY?

Why Is One Girl Sought After While Others Are Wall-Flowers?

What makes for popularity? Why is Lucy sought after by all the men of her acquaintance while Janet is a wall-flower at home and abroad? Why has Tony only to enter a room to have a crowd of admiring women surround him while John is lucky if he can persuade one girl to give him two consecutive dances and a small section of her divided attention?

The individual who could seize popularity by its fluttering wings, imprison it, examine it under the microscope, and decide definitely just what atoms made it up would be the high priestess of human happiness. I fear that I am not quite qualified for that position. But I believe that almost any sane older woman can stand off and get enough of a perspective on the causes for popularity in her own life to fairly good working hypothesis as to its why's and wherefores.

Beauty and charms are the glittering generalities which are used to explain popularity. Of course, beauty is the first lure wherewith to charm. It is like the letter of introduction—definitely there, to see and understand, it gives you a start. Good looks attract, but they do not hold. No one would want to spend hours or days or weeks in gazing at a magnificent statue; and good physical perfection is likely to look startlingly unattractive when it would a mere statue. It is life, animation and sweetness which vitalizes beauty and gives it charm. Volume—what volumes have been written about it and how it still eludes us like the fabled pot of gold at the end of the rainbow! Here are some of the things which charm is not and which by their mere presence destroy charm: Self-consciousness; stinginess in expenditure; ingenuity of purse; self-centeredness; uncouth rudeness; the sort of frankness which blurs out unnecessary and painful facts; a desire to occupy the center of the stage and force other people from it, and swollen conceit. No one yet possessed charm unless he or she had an honest desire to give pleasure to others. Recently I met a young woman who managed to look startlingly unattractive and yet to suggest real possibilities of beauty. Her clothes were all of the wrong type—badly chosen as to color and cut. She was a newcomer in town, and the people who met her felt that if it were not for the very bad impression her vivid, over-trimmed clothes gave, she might be an attractive looking girl. In fear and trembling an older woman said to her one day: "My dear, when you get your new spring clothes, I'd love to go with you. You know some wonderful dressmakers and tailors who do things at reasonable prices—and I'd love to help choose."

A slow flush came over the girl's face. "Evidently you don't like my things," she said quietly. The older woman stumbled a little—there was an awkward moment in which the three or four people who were present almost desisted and the girl in her instinctive rallying to the support of the older woman who had blundered and given offense when she meant to compliment. An Example. And then, the girl saved the day. In quite the sweetest and most graceful manner possible, she turned to all of us and growing out of her hands in a little gesture of acceptance, she cried: "Make me pretty. I've always struggled around trying to reach beauty, and I didn't know how. You people, have such wonderfully good taste, and I'm sure with Mrs. X to lead and the rest of you to help, there's a working chance that my beauty I've been running around after. Here's your raw material—myself. I challenge you to make good." All of us felt a flood of love for the young girl who had accepted criticism, unasked advice and interference so graciously. And in that very attitude, there lay the essence of self-forgetfulness and the sweetness which makes for charm. False, self-control, good temper—all of these do much to make mental health and to add to physical health. And now, we have wandered far enough about our circle and come back to our starting point—popularity. Do you suppose that anyone who was clean and sweet and physically pleasant and who added to these his amiability and self-forgetfulness could help winning real friendship and honest regard? You suppose that the applause of the multitude is ever as worth while as the honest approbation of two or three who know and understand? If popularity means having seven "bids" to the commencement dance at your high school, or having six when "phone" and "talk" you to Sunday night tea, or being invited to join five clubs, or having to divide your dances among four clamoring men, you want something which is worth having, and which I certainly wouldn't devote a morning and two columns of a newspaper to discussing! Popularity like that is cheap—it leads nowhere, and it can begin from almost anything. Good looks may buy it, or the ability to talk rather well, or generosity in flinging your money around may win it, or a certain group of people may stampede after you because their leader has started the fad for that society. Anyone who desires the popularity which means the excitement of having a mob of people run after him socially, should go to a large box of sweets, and I have no intention of taking the responsibility for the indigestion of heart and soul and body which are bound to follow. Popularity like that leads to an impasse, a blind alley. It means cultivating many instead of one; it necessitates diffusing yourself over too big a territory, and failing to concentrate on people and things which might matter. The girl of many partners at a dance is likely never to settle down to a life partner; or if she does, she may choose all the wrong man. The man of many dinner invitations is sadly liable to go on enjoying other people's housekeeping and lazily to postpone setting up a house of his own until it is too late. But the right sort of popularity—which means honest regard from a few real friends, sympathy from individuals who appreciate your good points and allow for your bad ones, can be won even if you fail to possess beauty or that elusive thing called "charm." To win popularity, you have to be a giver, not a mere selfish taker. You must contribute something to society—sympathy, interest, good nature, radiant interest in all that is going on around you and intelligent effort toward doing your share in the social game. What You Can Do. If you cannot be a brilliant conversationalist, be a good listener; if you are not witty, be amiable; if

you have not vivid animation, cultivate pleasant interest in all that goes on around you; if you are not the magnetic sort toward whom everyone gravitates, try to be gracious toward those who do turn to you. Not in saying brilliant things, nor in holding the center of the stage, nor in being the desired of all observers has real popularity. But in being the sort of sane, restful, sympathetic person who can be relied on to hold up his end of a friendship or an acquaintance or a mere social interlude, less everyone's chance. Earn a reputation for being pleasant and amiable and unselfish and see how naturally friendships gravitate toward you. Cease demanding the recognition of your dignity and your importance, to which you have a selfish feeling that you "have a right," and see how quickly people give you instead the friendly liking which unselfish broadmindedness wins. As long as your paramount interest is in clamoring that people shall like you—they won't. But as soon as your view-point comes to be that most people are worth while and likable and that you want to make yourself worth their while to like, you will find that the honest regard which is the foundation stone of popularity has come to be yours.

KICKED BY A HORSE Blain, Pa., July 20.—William Wilson, aged 60 years, of New Germantown was kicked in the face by a horse while in the field helping to operate a binder. Mr. Wilson sustained a broken nose and severe gash on his cheek.

Shiphitters Are Much Needed by Government The United States Civil Service Commission is engaged in a special effort to secure shiphitters. The work of building ships has been delayed, owing to inability to secure the required number of men. The commission has announced that on filing satisfactory evidence boiler-makers who have a good knowledge of laying out work and who can work from drawings will be employed as first-class shiphitters and will be given every opportunity to demonstrate their adaptability for shiphitters' work. Their employment at the maximum rate will be with the understanding that if after a fair trial they are unable to do the work of a first-class shiphitter they will be re-rated at a lower rate of pay in accordance with ability shown and that they will again be advanced to the first-class rating when they become capable of doing the work. A first-class shiphitter should be

able to read and work from line drawings which may or may not be detailed. The drawings or blueprints used in shiphitting work are much smaller than is usual in bridge-work, carwork, boilerwork or plate-metal-work. He should be able to lay out the plates separately from molds or templates. It is essential that he know the necessary rivet spacing for ordinary strength, watertight or oil-tight work. A first-class shiphitter should have knowledge of the several trades in connection with his work, such as riveter, chipper and calker, driller, flange turner, puncher and shearer, and acetylene operator. Application for 1,800 can be secured from the secretary, board of examiners, at the post office. **BERT HERBERT ENLISTS** Buffalo, July 20.—Bert Herbert, of Harrisburg, enlisted this week in the United States army. He has been sent to Fairground Camp, at Syracuse, for training.

Another Lot of Girls' White Dresses on Sale Sat. Girls' White Dresses Worth to \$2.25. Sale Price. **\$1.23** Girls' White Dresses Worth to \$3.00. Sale Price. **\$1.69** Made of fine white lawns daintily trimmed with lace and embroidery. All fresh new summer models. 6 to 14-year sizes. Girls' Beautiful New White Voile and Organdy Dresses; Worth to \$4.00. Sale Price. **\$2.39** These are unusually pretty new models made of fine sheer Organdy and Voile, attractively trimmed with pretty embroidery and lace; 6 to 14-year sizes.

NOW FOR ANOTHER BIG BARGAIN SATURDAY IN THE CLEAN SWEEP SALE Store Opens Saturday 8.30 A. M. Closes 9 P. M.

Extra Special Striped and Plain Taffeta Dress Skirts **\$2.95** Worth to \$4.50. Special for Elegant Taffeta Dress Skirts in plain, colors and newest assorted stripes. Regular sizes for women and misses.



Extra Special Women's and Misses' White Sport Suits **\$1.95** Worth to \$3.00. Special for Made of Good Quality White Galatea Cloth; nicely trimmed; assorted sizes.

A Special Purchase & Sale of Women's High Grade Pumps 261 Pairs Patent Colt and Dull Kid Pumps

Goodyear Welt and Hand Sewed Soles--Opera and High Waist Lines, Leather and Louis Covered Heels, Many Have Steel Plates--Wonderful Assortment--AA to D Widths, all Sizes \$2.45 Actual \$4.50 to \$5.00 Values on Sale Saturday---Choice for Our Shoe Buyer Was Very Fortunate in Securing This Extra Lot of High Grade Pumps—a Clean-Up of a Brooklyn, (New York) Manufacturer. The Entire Lot Is Now Ready and Goes on Sale To-Morrow (Saturday) Morning at 8.30 O'Clock.

Women's Kid-Opera Pumps; worth \$4.50, sale price	\$2.45
Neat Summer Styles, Covered Louis Heels, Hand Turned Soles, Assorted Widths and Sizes.	
Women's Kid Pumps; worth to \$4.50, sale price	\$2.45
Elegant Matt Kid Leather Pumps; hand turned soles; Louis covered heels; high waist line; assorted widths and sizes.	
Women's Patent Colt Pumps; worth to \$5.00, sale price	\$2.45
Hand turned soles; leather Louis heel with steel plate; smart new models; assorted widths and sizes.	
Women's Patent Colt Pumps; worth to \$5.00, sale price	\$2.45
Goodyear Welt, Leather Louis Heels, High Waist Line, Assorted Widths and Sizes.	

EXTRA SPECIAL-- Women's Sport Oxfords; worth to \$1.75, sale price **89c** White Canvas Sport Oxfords with Rubber Soles and Heels. Sizes 4, 4 1/2 and 5 only. The biggest bargain on record.

Exceptional Clean-Sweep Bargains in COATS, DRESSES and SKIRTS All Summer Merchandise at Extra Big Price Reductions

Continuing the Sale of Carlisle Garment Company's Women's and Misses' SUMMER DRESSES

Handsome Wash Dresses, all the Newest and Best Styles — Made of Voiles, Organdies and Flaxons, in a Big Variety of Colors, Neat Checks and Stripes, Beautiful Plaids and Small Figures; all sizes for Women and Misses — Women's Sizes, 36 to 44; Misses' Sizes, 16 and 18.

\$2.50 and \$3.00 Women's and Misses' Summer Dresses For	\$1.45
\$3.50 and \$4.00 Women's and Misses' Summer Dresses For	\$1.95
\$4.00 and \$4.50 Women's and Misses' Summer Dresses For	\$2.45
\$6.00 and \$6.50 Women's and Misses' Summer Dresses For	\$2.95

Continuing the Big Sale of WASH SKIRTS

Hundreds of Handsome Wash Dress Skirts for Women and Misses; Made of White Gabardine, Imported Repe; Crash and Novelty Fabrics—all the Newest Models.

Wash Dress Skirts Sale Price	69c	Plain White Rep Skirts, Fancy Stripes and Basket Weaves in a good assortment of styles. Regular sizes only.
Wash Dress Skirts Sale Price	\$1.45	White Gabardines, Imported Repe and piques; some gathered backs, some belt effects. Regular sizes to 30 waist. Extra sizes to 33 waist.
Wash Dress Skirts Sale Price	95c	White Gabardines, White Rep — all newest models. Regular sizes to 30 waist. Extra sizes to 38 waist.
Wash Dress Skirts Sale Price	\$1.95	White Gabardines, Piques and Fancy Weaves; Belted and Button Trimmed and pockets. Regular and Extra sizes.

A Clean-Sweep of SHIRT WAISTS Hundreds of the Most Popular Women's Summer Cotton and Silk Waists at Extra Low Clean Sweep Prices

Handsome New Lawn Waists; Worth **33c** Sale Price.

Choice of lovely new models, white lawn trimmed with lace and embroidery. All sizes.

Beautiful New Voile Waists; Worth \$1.00. Sale Price.	57c
Including a good assortment of organdy waists. White and colors; all fresh new models; all sizes; all remarkable values for 57c.	
Startling Big Waist Values; Worth to \$1.25. Sale Price.	77c
Organdy and Voile Waists, lace and embroidery trimmed in a host of different models. White and colors; all sizes; all new.	
Women's Crepe de Chine Silk Blouses—Worth to \$4.00. Sale Price.	\$1.95
Hundreds of the most attractive models and colors produced this season—All extremely pretty and popular new shades including white—All sizes.	

A Clean-Sweep of Muslin Underwear

Women's Muslin Night Gowns; Worth to 75c. Clean Sweep Price. **45c** Good well-made night gowns attractively trimmed; all sizes.

Women's Muslin Night Gowns; Worth to \$1.25. Clean Sweep Price. **95c** Made of fine soft muslin, cut full, neatly trimmed with embroidery and lace; all sizes.

Women's Fine Muslin Drawers; Worth to 75c. Sale Price. **45c** These are made of extra fine muslin with embroidery ruffle; all sizes.

Women's Muslin Petticoats; Worth to \$1.00. Clean Sweep Price. **79c** Made of a very good quality muslin with a pretty embroidery ruffle; all sizes.

Women's New Envelope Chemise; Worth to \$1.00. Clean Sweep Price. **69c** Beautiful lace trimmed styles of fine grade muslin; all sizes.

Women's New Envelope Chemise; Worth to \$1.25. Clean Sweep Price. **95c** Made of fine sheer muslin lace and embroidery trimmed; all sizes.

Women's Corset Covers; Worth 35c. Sale Price. **19c** Good muslin, daintily trimmed with lace; all sizes.

Women's Muslin Drawers; Worth to 35c. Sale Price. **19c** Muslin drawers, in all sizes, for women.

Women's Muslin Petticoats; Worth to 75c. Clean Sweep Price. **45c** Attractive styles with neat embroidery ruffle; all sizes.

A Clean Sweep of Women's & Children's Knit Underwear

Ladies' Union Suits; Worth to 50c. Sale Price. **33c** Good white ribbed styles; perfect fitting and all sizes.

Ladies' Union Suits; Worth to 75c. Sale Price. **48c** Knee length, Swiss ribbed union suits; lace trimmed.

Women's Vests. Special 10c at

With draw string; well made; all sizes.

Ladies' Fine Ribbed Union Suits; Worth to \$1.00. Sale Price. **79c** Fine perfect fitting Swiss ribbed lightweight union suits; all sizes.

Women's Ribbed Vests. Special at **12 1/2c** All sizes; summer weight; wonderful value.

Children's Acorn Ribbed Vests; Special Clean Sweep Price. **15c** All sizes; extra well made.

A Clean Sweep of Women's Silk and Cotton Hosiery

Lot of Women's Fibre Silk Hose **27c** Ladies' Black Burson Hose. **19c** Regular 25c Value. Good White fibre silk stockings with reinforced soles, heels and toes; strong garter top. All sizes.

Women's Fibre Silk Hose. **55c** Worth to \$1.00. Fine white and black hose with strong garter top and reinforced heels, soles and toe; all sizes.

A Clean Sweep of Men's and Boys' SUMMER FURNISHINGS THESE ITEMS ON SALE SATURDAY

Men's Percal Dress Shirts **69c** Good well-made styles, fast colors, newest stripes, all sizes; soft and stiff cuffs.

Extra Special — Boys' Supenders. Worth 20c. **12 1/2c** Good strong elastic suspenders with leather ends. Blues and Grays; all sizes.

Men's New Dress Shirts **89c** Choice of a large variety of new patterns; all sizes; made of fast color percale.

Men's Lisle Thread Hose, Worth 25c. Sale Price **17c** Extra good 25c Hose, in black and colors; all sizes.

MEN---TOMORROW AT 8.30 A. M. KAUFMAN'S PLACE ON SALE UP TO \$13.50 SUITS For Men and Young Men Here, Men, Is the Biggest Suit Bargain in Town, To-morrow—Just 250 Fine Garments—Pinch Backs, Conservative Models, Light and Dark Colors.

Men's \$1.75 Khiki Pants	Men's \$2.00 Worsted Pants	Men's \$3.00 Worsted Pants	Men's \$3.50 Worsted Pants
\$1.00	\$1.39	\$1.95	\$2.49

Every Cool Cloth and Palm Beach Suit Reduced For Saturday Men's \$8.50 Cool Cloth Suits **\$4.95** Men's \$9.75 Palm Beach Suits **\$6.95** Men's \$11.75 Palm Beach Suits **\$8.50**

Every Man's Straw Hat in Stock at Great Reductions Men's \$1.50 yacht shape Straw Hats **69c** Men's \$2.00 yacht shape straw hats, all new shapes **\$1.00** Men's \$4 Panama Hats, all new shapes **\$2.50**

BOYS! CLEAN-SWEEP SALE OF ODDS AND ENDS

25 Dozen Boys' 75c Wash Suits 39c Clean Sweep Price Splendid stylish new Norfolk model; made of fast color or prints and madras; two to a customer.	Boys' \$3.00 Wash Suits \$1.39 Must be seen to appreciate these splendid suits.	Boys' 39c Sport Blouses 19c 6 to 16 Years. Just the thing for these hot summer days; they are fast color.
Boys' 39c Rompers 19c Several lots of good woven madras rompers. Sizes 2 to 6 years. Two to a customer.	Boys' \$7.5c Straw Hats 39c Every hat this season's shape; new and stylish.	10c Dozen Boys' 75c Odd Pants 39c Boys' Palm Beach and Linene Pants; every seam taped; cut full; sizes 6 to 17 years. Two to a customer.
Boys' \$1.50 to \$2.50 Wash Suits, 95c Odd lots; not all sizes. Handsome new models; lots of seconds in the bunch; worth \$2; sizes 2 to 8 years.	Boys' Norfolk Suits \$3.95 Boys cassimere and homespun suits; odd lots; sizes 10 to 17 years.	Boys' Norfolk Suits \$4.95 Values to \$7.50! Newest Norfolk models; fine all-wool material; neat stripes and checks.

Extra Specials for Saturday IN THE BARGAIN BASEMENT

Hedge Shears **\$1.95** Special, with notch. 8 inch, with notch. Special, 98c

7.50 Vacuum Cleaners **\$3.95** and Sweeper combined; guaranteed; each, \$3.95

19c Rubber Stair Treads, 9x18 inches. **10c**

65c Wash Benches; folding, well made. Special. **39c**

\$1.00 Elevating Clothes Dryers; 8 arms; well finished; each. **59c**

89c Wash Fabrics; new wash fabrics, 40 inches wide; beautiful colorings and designs. Special, yard. **29c**

50c Bordered Voiles; 45 inches wide; four good patterns. Special, yard. **25c**

50c Sport Skirting; 36 inches wide; figured designs in four different colorings. Special, yard. **25c**

\$1.95 Round Aluminum Roasters; seamless and good size. Special, each. **98c**

29c camp stools; folding; extra strong. Special, each. **19c**

\$1.50 Ironing Boards; well made and strong. **\$1.19** each.

\$1.00 Step Ladders; extra strong and well finished; each. **59c**

SALE OF VACATION LUGGAGE

LUGGAGE OF ALL KINDS AND SIZES. AT SPECIAL LOW UNDERSELLING PRICES

Extra Large Man's Black Bag, Special, **\$1.95**

Boys' Palm Beach and Linene Suits; every seam taped; cut full; sizes 6 to 17 years. Two to a customer. **\$4.95**

Black Leather Bags 18 inch size **\$3.95**

Black or Leather Suitcase, 24 inch size **\$4.95**

LEATHER TRUNK SUITCASES **\$2.95 to \$5.50**

DRESS TRUNKS **\$5.95 to \$9.95**