

people say when they learn that President Graham of the International Overland Limited has no intention—no immediate intention of equipping his road with the only absolutely safe signal device that has been evolved? What, I ask you as a business man, will be the attitude of the great newspapers from the Atlantic to the Pacific?"

The young man paused for a moment as if to allow the Chief of the International time to reply. But Graham remained silent and his daughter turned expectant eyes first on one man and then another. Finally Morris continued with the irresistible logic of the practiced salesman: "Mr. Graham, I want to tell you fairly and squarely that it would be the poorest policy you could possibly adopt to adhere to your present resolve. You simply cannot afford to postpone the instalment of the Price Automatic Device all over your road. Sooner or later you will be forced to equip the International—every mile of your system—with this device. By doing so now, you secure absolutely free of charge millions of dollars' worth of advertising in the best newspapers and periodicals in the country. A signed statement by you to the effect that you have started to instal this device from ocean to ocean will boost International stock as nothing else could—it will augment your passenger traffic very considerably—it will restore the faith of the people in 'The Safe Road,' and make the name a positive fact, besides transforming your present deficit into a substantial surplus. In brief, sir, it will pay you well to give that signed statement to the newspaper men at our first stop."

Whatever effect the ardent words of the Price representative had on Gordon Graham, who maintained his imperturbable calm, there is no doubt about the effect of the young man's arguments on the daughter. Falling on her knees by her father and twining his