

HOW TO MAKE A FORTUNE.

Mr. Russell Sage Indicates the Methods Necessary.

THE FIVE THINGS THAT ARE REQUIRED TO BECOME A MILLIONAIRE.

The Lesson of the Failure of the Daring English Speculator, Hooley—Fortunes on Paper and Honesty—The Morality of Fortune-Making in Some of its Phases.

It seems to be a favorite pastime with many of our millionaires, half millionaires, and men who are in the enjoyment of comfortable incomes, to indulge in the pastime of giving pointers to the rising generation on the all-absorbing theme of how to make a fortune or become rich. Sometimes this advice comes in the form of a contribution to the press, but more often it is communicated in an interview bristling with all the trials and difficulties surmounted when in the full bloom of youth they started out on life's journey without even the traditional penny. These contributions to the press and personal reminiscences have all the attractive features of the fairy tale, and at first blush the enthusiastic young man without financial resources is carried away by the thrilling details and the golden glimpses. His enthusiasm is of brief duration, for when he enters the great arena where these self-made millionaires or their agents are still struggling to supplement their millions or their incomes, he finds that the happy illusions to which the millionaire's story had given birth, to realize how cold and icy is the marble-like indifference which these successful men—these men of millions—these men who erect palatial monuments during their lifetime under pretty much the same influence that a miser daily counts his miserable titbits of glittering coins, towards all things, spiritual or temporal, unless they are calculated to increase the supply of mighty dollars, or give that return in notoriety which seems to fascinate not only the humbler class, but men of more than ordinary good judgment.

Mr. Russell Sage, one of the financial kings of New York for there are many in the Empire city, seizes the opportunity offered by the failure of that daring and unsuccessful plunger in England, Mr. Hooley, to point out the cause which led to the downfall of the millionaire company promoter, and at the same time to tell the story of how a half-fledged millionaire can be turned loose in the world. Mr. Sage might have given us a little of the inside history of the many successful Hooleys in the neighboring republic, who perhaps were saved from sharing the fate of Mr. Hooley, the unsuccessful, by a chain of circumstances, which if communicated to the aspiring youth would do more to point out the thorny and circuitous route over which they would have to travel before they could sit upon the pedestal of millionaires.

The following is the article contributed by Mr. Sage to the New York World, which in many respects is characteristic of the name he bears.

The crash of Promoter Hooley is an object lesson that should strike home in the mind of every young man who has started out to win success in business. It is a lesson that cannot be studied too carefully. It is of vast importance to all men engaged in mercantile pursuits, for it brings up conspicuously to view the fallacy of so many theories in widespread operation.

I will presume that every person who embarks in an enterprise wishes to be successful. I will presume also that a man attains happiness or unhappiness according to the degree of success or failure which his business efforts have met. Both presumptions being true, I warn the young business men of America that they must steer clear of Hooley's principles.

Hooley was without doubt a great financier. The mere fact of his being able to make \$50,000,000 in a single year is an unquestionable proof of that statement. He had a quick, clear head, which enabled him to see good opportunities within his reach and to snatch them securely before they could slip away.

Hooley proved his quick-wittedness in inducing people with big titles to lend their names as directors to his countless schemes. He knew the servility with which wealthy parvenus would give up their money to have their names associated with such exclusive noblemen. The ingenuity of promoter Hooley in turning this insight of the people's character into financial profits—and profits of such dizzy proportions—would have made him permanently wealthy had his affairs been conducted on thorough business principles.

The trouble with Hooley and men of his stamp is that they build their mansions of fortune without proper regard for the character of the foundations. If the schemes of Hooley had been built upon foundations that rested upon business bedrock then the world would have had a different story to read.

No man will ever be the permanent fortune teller if he neglects the following five things: Honesty, punctuality, patience and adherence to business principles, and his home.

have made large fortunes in such short periods. Nevertheless, the fortunes they would have made would have been sounder and would have, no doubt, remained with them to the present day. They both of them were fond of boasting publicly that they kept no routine business hours, no monotonous clerks, and both were noted for their ridiculously high living.

It is often said that if a man is going to try to make a fortune on strict business principles he sets himself out for a long and tedious labor—that by devoting less time to the observance of strict rules and more time to stirring about he will make twice the money in half the time. Such remarks are never uttered by the man of keen experience. A man may make a skyrocket fortune by neglecting strict business lines, and be able to get race-horses, yachts, fine dwellings and the like—just as Hooley has done—but when the crash comes, as it surely will come some day, the agony of the man being parted from his belongings will be a hundred times more painful than the agony of never having possessed them at all.

Let me say to poor people who are unhappy because not wealthy that a man's happiness can never be measured by the extent of his fortune. Many a fortune in New York to-day exists on mere paper—exists in the mere belief of the public, and sooner or later the belief will fall to the ground. Unless a man has built his fortune on the bedrock of honesty and hard work he sleeps less comfortably than the man supporting a family on a salary of \$12 per week.

I do not wish to be understood to say that for the simple reason that a man is honest and conducts his affairs in a thoroughly business manner he is for these reasons alone certain to be successful. To become really successful—to amass a big permanent fortune in some business enterprise—each person must combine his honesty and regularity first with a complete liking for the work he has mapped out; secondly a clear, cool brain, and thirdly a bulldog determination that he will accomplish his aim.

Of course the largeness of the fortune amassed must depend to a great extent upon the character of the enterprise and the amount of capital invested in it.

If you have started out in any line of business—let it be brokerage, insurance or newspaper business—and find after a trial that you are not making money and the work is congenial, just simply get out. Give your friends notice of your determination and your reasons for doing so, and strike out in a fresh field at the first good opportunity. But think well before you act always.

No man in business can keep a clear, cool brain if he gives himself up to such social excesses as Hooley did. No matter how large a fortune a man succeeds in building up, he must never attempt to pass all of his time or the majority of it in pleasure-seeking alone. Every rising and risen man should determine to devote a fixed number of hours every day to looking personally into his business affairs—and this is just as essential in the case of the man already wealthy as in the case of the one who is only struggling up the ladder of success.

I think that the determination to succeed—the downright, persistent, take-no-discouragement feeling—makes more financial victor than any one thing else. Many a man has been on the brink of success when his courage gave out and he has fallen a helpless mass to the ground.

No man who has made his fortune by methods he knows are dishonest is going to reap the benefits of his money. If there is anything crooked in the foundations to his fortune he may satisfy himself by saying that no one will ever know anything about it but himself. But somehow or other the truth will leak out gradually. Then his happiness is at an end—he will have the hate of the poor and the contempt of the rich, and no man can be happy with two such crosses on his shoulders. He may not be aware that his secret is known—in fact, it may not be known at all. But the public is quick to feel in the atmosphere the crookedness in a public man's character. He may do great deeds of philanthropy; he may give big gifts to churches, as the fallen Hooley was accustomed to doing, but these will never gain that man the love and esteem of his fellows. Secretly he will be spoken of in harsh terms—even by the recipients of his gifts, who readily accept them with a silken tongue.

DOINGS IN LONDON AND DISTRICT.

turned out several novels of more than average merit, chief amongst them "Sweet Innisfail," which, when dramatized by himself, had a very successful career in the provinces. The laborious life of the deceased Irishman is one more illustration of the literary exile's lot in the great city. May he rest in peace.

The heroism of Captain Wilfrid Russell Howell, son of Mr. Russell Howell, of Fermoist, Torquay, and brother of Mr. David Howell, J.P., of Rosehill, Penzance, is the subject of an appreciative article in the "Western Daily Mercury." Captain Howell had most hair-breadth escapes in Sierra Leone, whether he went as an engineer, and in piloting an expedition for the rescue of a lady missionary whom a river in which he was attacked by an alligator. His leg was badly injured, but he happily tore himself away from the grip of the monster. Captain Howell is a Catholic and was educated at the Jesuit College, Feldkirch, in Austria, and at Port Augustus. Many of Captain Howell's friends who rejoice at his safe return from the dangers of the West Coast of Africa will remember his brother Gerard, who lost his life in saving another man during the floods in Queensland in 1898. Father Bernard Howell and Father Edmund

ECONOMY in taking Hood's Sarsaparilla, because 4-100 doses one dollar is peculiar to and pure only of the One True BLOOD Purifier.

Out of the World.

You might as well be out of the world as out of the fashion. Nothing in one's apparel counts for more than a good fitting shoe, you can find it at MANSFIELD'S TAN SHOE SALE.

LADIES' Tan, Green, or Black or Chocolate Shoes, regular \$1.75 and \$1.50, for \$1.25. MEN'S Tan or Chocolate Boots, regular \$1.00, for \$3.00.

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Howell, both well known members of the Congregation of the Most Holy Redeemer, are brothers of Captain Howell

Monson and Honor have been sentenced to five years' penal servitude for conspiracy to defraud, and their less guilty confederate, Metcalf, to eighteen months. That London is honeycombed with conspirators to rob the railway is only too true; and equally true is it that the majority of the conspirators belong to what society names the respectable classes. Who is to blame for the numerous nests of thieves that infest London? It is obvious that the laws are not sufficiently stringent, and that the police lack the energy and vigilance required to grapple with respectable criminality. But Scotland Yard should be given more power by the Legislature to look after the company promoter. As a result of the Hooley failure, Parliament may next year be called upon to consider a Bill which is very much needed for the protection of a gullible public.

THE WORLD'S LAW MAKERS.

The Wages of Politicians in Different Climes.

Some of the Countries That Give Handsome Salaries to Parliamentarians.

(FROM THE DUBLIN NATION)
So far as payments in hard cash go, the brawny burghers of the Transvaal are decidedly the best off. Quite recently the Boer Parliament increased the salaries of its members to £1,200 a year for each individual, as they can very easily afford to do, when one remembers the high tax tolls which the unfranchised Uitlanders are compelled to pay. But in actual emoluments the United States Senator receives a better reward. He gets mileage and numerous minor fees and privileges, which swell his annual income materially over its nominal £1,000.

Great Britain, as every student knows, gives her Members of Parliament no salaries, although the Government officials for the time being are royally paid. The First Lord of the Treasury receives £5,000, as also do the Foreign, Home, Colonial, Indian and War Secretaries. The Lord Chancellor receives £10,000 per annum. But for the M.P. who does not hold office there is naught but honor. Even the old privilege of not being liable for arrest for debt while an M.P. has been abolished.

The British colonies, however, do not follow the example of the mother country. New South Wales and Victoria allow their M.P.'s £300 per annum, Canada and South Australia £200 with an additional mileage rate for the former, and Queensland £150, with mileage. New Zealand representatives get £170.

France gives its Senators and Deputies £360, but there is a "string" to this salary which might be tried elsewhere, in Vienna, for instance, with good effect. Any member who is twice called to order during a sitting forfeits half his salary for two weeks. Cases exist where certain fiery French Deputies have lost their entire year's allowance in this manner.

Belgium grants members of the Representatives' chamber £160 a year and passes on the railroads, but curiously enough makes the Senators work for nothing and pay their own travelling expenses.

In the realms of the Queen of Holland members of the upper house are paid a sum equal to about £7 per diem for each session, but since they meet only thirty or thirty-two days in the year they can not be said to clear much. In the second chamber £166 per annum, with a travelling grant of one shilling for every hour spent on the railroad, are the allowances. Absentee Dutch lawgivers forfeit their salaries, whether their absence is caused by illness or not.

The new Japanese parliamentary constitution compels each member of the national parliament to draw annually from the treasury about £110. Any member of the aristocratic classes refusing to accept this salary, through pride or other reasons, is subject to fine and dismissal, by the Parliamentary rules of 1890.

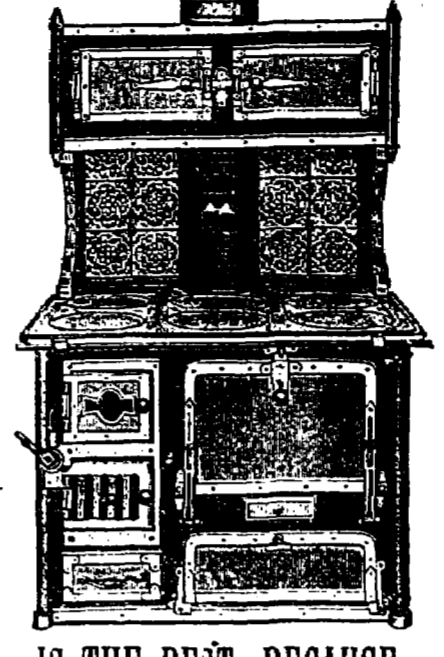
Portugal is niggardly with its representatives, giving them only £60 and Norway pays members from £70 to £80, according to the length of the session.

In Sweden members of the upper house serve absolutely for patriotism and the lower chamber members get only £65. Moreover, 10s per diem is deducted for non-attendance. Even the unpaid upper house is fined for absenteeism, although its members get nothing—not even train fares.

The Greek lawgiver is a £60 per annum man, with additions for overtime work (such as in the recent war). It was suggested recently that these salaries should be "docked" slightly, so as to help pay the Turkish indemnity, but the idea was condemned, promptly. Switzerland gives her councillors something less than £21 a week, with about 3d a day for travelling expenses.

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DAIRY PRODUCE.

Cheese continues to advance, buyers paying 25 advance on last week at Brockville for colored cheese, some 5,000 boxes being sold. Over \$2 was also bid at Kingston, so that the inference is still higher spot prices for next week to put values here on a parity with these figures.

Business locally was fairly active, and dealing in good sized lots of finest Ontario colored was put through at 8 1/2, while it is reported that transactions were put through over the cable at the equivalent of 8 1/2. The bulk of the demand to-day, however, seemed to run to bargains in eastern makes; that is, goods that showed fair quality and were obtainable at 7 1/2 to 7 3/4, but with the advanced bids these were not easily obtainable. We quote:

Finest western, colored, 8 1/2 to 8 3/4; finest western, white, 7 1/2 to 8; finest eastern, colored, 8 to 8 1/2; finest eastern, white, 7 1/2 to 7 3/4; Liverpool cable, colored, 38 1/2; Liverpool cable, white, 37 1/2.

Butter continues active and firm and though no further advance was actually noted to-day, it is quite likely that to secure a good sized line of strictly finest creamery, over 18 would have to be paid. Receipts were heavy, 1,616 packages. Extra finest creamery, in boxes, 17 1/2 to 18; in tubs, 17 1/2 to 17 3/4; ordinary finest creamery, in boxes, 17 1/2 to 17 3/4; in tubs, 17 to 17 1/2; dairy butter, 14 1/2 to 15; Liverpool cable, finest, 8 1/2; do, good, 6 1/2.

KINGSTON, Ont., August 18.—At the cheese board today 1,000 boxes were boarded. Sales, 200 colored at 8 1/2; 100 white at 7 1/2 to 16.

BROCKVILLE, Ont., August 18.—It took the bulk of the sale-men a long time to make up their minds to accept the big prices offered today at the cheese board. The registrations were chiefly August make, 1,273 boxes white and 2,239 colored. Mr. Ware set the top price for both kinds and bought 250 white at 7 1/2 to 16, and 143 colored at 8 1/2. Bissell, Warrington and Earl met him on colored, and got 80, 927 and 120 respectively. Bissell bid 8 1/2 for one lot of white, and was refused. The first sale was credited to Warrington, who got the president's 300 white at 7 1/2. He afterwards purchased a small factory of 18 boxes, bringing his total white to 318. Board prices ruled on the curb, and in all about 5,000 boxes were sold.

WOODSTOCK, Ont., August 18.—With the approach of cooler weather cheese has taken on a firmer tone. The transactions on the Board here this week indicate that, if reports can be relied upon, August cheese will show some advance over last month's quotation. No sales were recorded at the Ingersoll market on Tuesday, although press reports state that 7 1/2 to 16 was freely bid.

COUNTRY PRODUCE.

There was a stronger undertone to the egg market and prices advanced 1c per dozen, which is due to smaller receipts and an improved demand. Trade on the whole is more active than it has been for some little time past. There continues to be a steady enquiry from foreign buyers, but dealers state they will have to advance some in their ideas now before any more business can be done. We quote: Select new laid, 14c; No. 1 canted stock, 12 1/2 to 13c; and culls, at 8 1/2 to 9c per dozen.

There was no material change in the bean market. The demand continues slow and prices steady. We quote: Primes, 25 to 30c, and choice band, picked, at 35c to \$1 per bushel.

The market for honey is quiet, and price rule easy. White clover comb, in

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Special Sale of Ladies' Summer Hosiery!

Sure to attract attention from hundreds of ladies. Special bargains offered in seasonable, desirable and reliable Hosiery, including Ladies' Summer Vests, Ladies' and Children's Summer Hosiery and Ladies' Summer Combination Suits.

SUMMER VESTS.
It will be a difficult thing to surprise the public again with Ladies' Vests, for the most startling price reductions have been made on these:
136 dozen Ladies' White and Cream Silk, full size, fine make. Trimmed pink and blue, special price, 7c.
90 dozen Ladies' Cream Vests, with low neck and short sleeves neatly shaped, special, 10c.

SILK VESTS.
Ladies' Pink and Cream Silk Vests, with colored lace yoke, no sleeves; special price, 50 cents.

GREAT SHEETING SALE
Carle's Sheerings are famous all over Canada for quality and price: they stand unmatched.
72 inch Grey Sheeting that sells at 18c the Big Store's price 13c.
72 inch Twill Sheeting that sells at 19c; The Big Store's price 12c.
72 inch White Sheeting, 25c, for 16c.
72 inch Twill sheeting, 25c, for 18c.

LONSDALE CAMBRIC.
2500 yards Fine Cambric, 36 inches wide, special make for Ladies' underwear, regular 12c; line 8c.
18 pieces Fine Quality Pillow Cotton, 40 inches wide, regular value 12 1/2 a yd., special price 8c.

HORROCKS'S COTTONS.
300 pieces Horrocks's Pure White Cottons, 36 inches wide, special price, 9 1/2 a yard.

BATHING SUITS.
Hundreds of Ladies' and Children's Bathing Suits at The Big Store this season.

Ladies' Grey Flannel Bathing Suits, with full cut skirt, made deep sailor collar and short sleeves, all sizes in stock. Regular value \$3.50; special price \$2.00.
Children's Grey Flannel Bathing Suits, full skirt, drawers and waist combination; has deep sailor collar; all sizes in stock; regular value \$2.75; now \$1.95.

TARTAN HOSIERY.
Just received, a large shipment of Tartan and Fancy Plaid Hose. Ladies who have been waiting for these goods will find a splendid assortment at The Big Store.

Children's Fancy Plaid and Tartan Hose, beautiful goods and rich of feet; 33c a pair.

Ladies' Fancy Plaid and Tartan Hose, exquisite combinations, rich effects and very stylish; special price, 50 cents.

350 dozen Ladies' Fancy Hose, black feet and colored tops, well made, fast dye and full size; regular 15c goods; special price, 10c.

PLAID SILK WAISTS.
The chief charm of this Silk Shirt Waist showing is the charm of novelty combined with lowness of price. There are in one lot

150 Ladies' Silk Shirt Waists, which we'd like you to notice. The general effect is plaid and clan tartans and pure silk-striped styles, made yoke back and full front splendid value at \$4.25. The Big Store's special price, \$2.95.

Black Silk Waists. There's no limitation to their usefulness, fashion never frowns upon them. The goods are new, the styles are good and the quality perfect. Now for the price: \$4.00 Silk Waists for \$2.50.

SUMMER DRESSES AT HALF PRICE.
About fifty only of these fluffy, dainty things which make you think of summer as soon as you look at them. They are here in such numbers and at such beauty that an early choice is necessary for perfect satisfaction, of course. They are Organdie Muslins, with all the exquisite daintiness and delicacy which belong to this favorite fabric; their beauty is indescribable. One might well try to paint a flower garden in black and white. Come in and see them. Former price, \$5.95; special price \$2.95.

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August Cheap Sale.

For Cheap Dry Goods, Cheap Carpets and Oilcloths, Cheap Crockery and Glassware, Cheap Tinware, Cheap Enamelled Ware, Cheap Soaps for Toilet use, Cheap Laundry Soaps—just think, 10 pieces best Quaker Laundry Soap for 25c.

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|---|--|
| 1000 Pairs Men's Navy, Black and Brown Socks, 2 pairs 15c. | 1000 Yards Useful Grey Cotton, worth 2c, for 3c. |
| 5000 Ladies' Dickies, or Shirt Fronts, with collar attached, pink or white, worth 4c each, 3 for 25c. | 1200 Yards Good Grey Cotton, worth 7c, for 5c. |
| 1500 Yards Fancy Blouse Silks, worth 35c, for 19c. | 5000 Yards Assorted White Cotton, 5c upwards. |
| 300 Yards Fancy Dress Goods, worth 25c, for 12c. | 500 Yards Blue and Black Serges, for Boys' wear, worth 30c, but, as the schooling season is near, for 20c. |
| 200 Yards Fancy Dress Prints, worth 16c, for 8c. | 500 Yards Best Worsted Serge, in Black and Blue, very heavy, and worth \$1.50; double width, for \$1.00. |
| 3000 Yards Beautiful Flannellette, worth 10c, for 6c. | |
| | 5000 Yards Assorted Tweeds, from 25c upwards. |

IF YOU ARE in need of any Tweeds or Suitings for your Boys before School opens, give us a call, and you will find our prices the very lowest.

P.S.—We are not advertising any bogus goods to draw you here and then tell you they are all sold out, when you have almost first arrived after that certain store opened its doors,—for Blouses. We always have full and plenty for our ads, and we never yet have said "All Sold Out" to any of our customers. Come on Monday to the

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1883 and 1885 Notre Dame St. Opposite Balmoral Hotel Block.

50 Camp Stools worth 35c, but Monday until noon time 15c each.

1-lb. sections, 8c to 8 1/2c; dark, 6 to 7c, white extracted, 6c to 7c; and dark, 5 1/2c to 6c per pound.
There is nothing new in maple product. We quote: Syrup, in wood, 42c to 4 1/2c per lb., and in tin, 45c to 50c as to size. Sugar, 6c to 6 1/2c per lb.

A lady once consulted Dr. Francis de Sales on the lawfulness of using rouge. "Well," said the saint, "some pious men condemn it; others see no harm in it. I hold a middle course—you may use it on one cheek."

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