

**TRY ON BOTH SHOES
ADVICE OF EXPERTS**

**Big Store Investigation Shows
Delay in Sales Caused
Otherwise**

A corporation operating chain shoe stores recently made an investigation of their business to learn where they were wasting time and effort and how to sell more shoes without increasing the number of clerks, writes Fred Kelly in The Nation's Business. They made astonishing discoveries. One of these was that a definite cause of delay in selling shoes is the common practice of trying on only one shoe instead of two. In other words, a sale is more quickly made if the clerk has the customer try on both right and left shoes. The explanation is that, with a new shoe on one foot, the customer is slow making up his mind. He says to himself: "I don't know about this. Oh, if only the new one felt as good as the old one!" Then he tries on two or three other designs, hesitating each time, because of the contrast between the feel of the old and the new, before he finally buys. If he has new shoes on both feet, he has no chance to make such a comparison, and is perhaps pleased with the first pair he tries on.

The reason for not trying on both shoes had been that clerks thought it would take too much time. Experiments showed that with a little practice a clerk could take off, put on and tie two low shoes in as little as 15 seconds. Even with high shoes he could take off the old pair, put on new ones and lace them up in 36 seconds.

Another discovery was that much confusion results from identifying shoes in the show window by number. Many customers, after picking out a shoe in the window, are unable to remember the number correctly while walking back into the store. Part of this difficulty is due to the fact that the number and price are often in similar sized type. Experiments proved that if the shoes in the window were identified by a name instead of

by number, the customer was far less likely to forget which style he desired. Names are naturally more easily remembered than mere numbers.

**COLUMBIA RIVER,
AN HISTORIC STREAM
Key That Unlocked Great West
and Added Three States
to the Union**

Large looms the Columbia river in the history of our country. It was the key that unlocked the great northwest and added three states to the Union—the only portion of the United States acquired by right of discovery, possession and settlement.

It was in the mouth of the Columbia that Captain Gray, of Boston, sailed his ship the Columbia in 1792 and raising the stars and stripes, took possession of the northwest in the name of the United States.

Here, where the mighty Columbia tumbles its waters into the Pacific, Lewis and Clark, first to carry our flag across the continent, reached their western destination in the winter of 1805-06.

Another six years saw the Astor-Hunt expedition, traveling by land and sea, establish at the mouth of the Columbia, the first permanent American settlement on the Pacific coast.

Then followed the outriders of empire—the missionary, the trapper, the adventurer.

Came 1849! Thrilled by the story of the paradise beyond the mountains and fired by the militant cry of "54-40 or fight!" of Senator Thomas Hart Benton, the ox-drawn covered wagon trains started moving westward on the greatest migration of all history, bringing within a little more than a decade 200,000 settlers who established homes, schools and churches, founded an empire, and saved the great northwest for the Union.

If you ask the home town knockers for news, their items sound more like bits.

**FEW FARMERS USE
ELECTRIC POWER**

**Women Often Doing Work with
Equipment 50 Years Be-
hind Times Often**

Only 2 1/2 per cent, or 164,347 of the 6,500,000 farmers in the United States, are receiving services from electric light and power companies, says a report made by the rural electric service committee of the National Electric Association. Individual farm lighting and power plants are in use by about 200,000 farmers, the committee found. And Samuel S. Weyer, of the Smithsonian institution, at another time and in another place, gives testimony in behalf of electric power to lighten the household tasks of rural women. He says that the women on the farms are doing their work with equipment fifty years behind the up-to-date facilities used in barn and field.

Now, isn't that a bodkin to puncture conceit over the pace of national progress? But it does seem that with all the talk of relief for farmers, there might be some relief for farmers' wives—who in addition to their chores have to live with the farmers. At least, the politicians could wish the rural women more power—just by way of meaning "volts for farm women."

**RAISING COYOTES
FOR FUR, NEW PLAN**

**Saskatchewan Farmer Starts on
Profitable Side Line;
Report Says**

Domestication of coyotes for the commercial production of fur has been successfully inaugurated in Saskatchewan Province, Canada. Coyote farming promises to become as popular a side line as silver fox ranching among the small farmers of the prairie provinces.

D. J. Doerksen of Rush Lake is the pioneer of the new industry. Five years ago he found a den of

coyote pups on his farm. He was attracted by the furry little animals and decided to keep one out of curiosity. He fed it milk and gophers. Soon it was so tame it played with the children and evinced no desire to return to the wild haunts of its parents. After the domestication of the first puppy he caught several others. He raised these without difficulty and laid the basis for a successful commercial enterprise. Since then he has added new animals at the rate of fifty a year by catching in addition to the increase from breeding.

"Domesticated coyotes," said Mr. Doerksen, "become very tame. They are more playful than dogs. They are fed on milk, oatmeal, gophers, rabbits and scraps from the table. Tame coyotes grow much larger than in their wild state. Their fur is just as rich, consequently the pelts bring higher prices."

Mr. Doerksen believes there is much money to be made in coyote breeding in western Canada. Last year he sold 150 pelts for \$15 apiece. Since the spring he has received orders for pups from several hundred farmers in Saskatchewan, Alberta and Manitoba where heavy land settlement is developing agriculture at a rapid rate. Coyote litters, he says are large, ranging from six to ten pups.

**ROLLER SKATING ON
TRIP AROUND U. S.**

10,000 mile trip around the United States in one year.

That is the objective of William Tadlock of Dekalb, Illinois, who expects to cover this distance on roller skates. The iron man started his long journey from Dekalb Tuesday at 4 p. m., and arrived in the city at 1 a. m. Wednesday. When Tadlock reached Chicago he had covered sixty-seven miles, a long shot from 10,000.

The trip will take Tadlock from coast to coast and will be finished in Chicago.

**TARIFF PROTECTS
ALL INDUSTRIES**

IS COOLIDGE'S OPINION

**Excerpt from Speech Indicates
He Believes Farmer, La-
borer and Capital All
Benefited**

The concern with which President Coolidge regards the protective tariff policy, and its importance as one of the primary issues of the campaign, is well brought out in his acceptance speech and the following excerpts on the tariff are quoted from that speech:

"By means of a protective tariff we have saved American agriculture, labor and industry from the menace of having their great home market destroyed through the dumping upon it of a flood of foreign products. Under this wise policy we saw an economic revival, and our people as a whole, in marked distinction from sufferers from the financial distress and depression of other lands, have come into an area of prosperity and plenty. As a source of revenue the tariff surpassed all exceptions in producing an annual return of the unprecedented sum of about \$550,000,000. A fiscal policy which places a large and much needed revenue in the public treasury, while stimulating business to a condition of abounding prosperity, defends itself against any criticism. Its merits are demonstrated by its results. We have protected our own inhabitants from the economic disaster of an invasion of too many foreign people (the immigration law) or too much foreign merchandise.

Broad Principle

"The republican party supports the policy of protection as a broad principle, good alike for producer and consumer, because it knows that no other means to prevent the lowering of the standards of pay and living for the American wage earner toward the misery scale that prevails abroad has ever been devised. Were such protection removed, the result would be that manufacturing would languish, factories would close, commerce and transportation would be stagnant, agriculture would become paralyzed, financial distress and economic depression would reach over the whole country. Before we are carried away with a visionary expectation of promoting the public welfare by a general avalanche of cheap goods from foreign sources, imported under a system which, whatever it may be called, is in reality free trade, it will be well first to count the cost and realize just what such a proposal really means. I am for protection because it maintains American standards of living and of business, for agriculture, industry, and labor. I am in favor of the elastic provisions of our tariff law. I propose to administer them, not politically, but individually. As the business of the world becomes stabilized, without throwing our economic system into confusion, we can raise or lower specific schedules to meet the requirements of a scientific adjustment."

**PHILADELPHIA HAS
MANY OLD FIRMS**

**Claims More over Century than
Any Other City in the
United States**

Philadelphia claims for itself the distinction of having more century-old firms than any other city in the country. Recently the chamber of commerce for the third time gave a dinner to representatives of such firms, and there were 84 on the honor list.

It is interesting to note how many kinds of industry go back so far. Publishers and leather manufacturers, makers of chemicals, and banks, auctioneers and paint makers, help to fill out the list. There are two lawyers and one wonders how many generations they represent. Three undertakers have firm histories of more than a century. Milk and cotton, brick and gold leaf are other things that a good Philadelphian's great-grandfather might have bought a hundred years ago from the same concern that are selling them now.

There is a lesson for other communities in Philadelphia's recognition of the distinction of age. There is a fine tradition in a concern that can look back over an uninterrupted hundred years of honest dealing.

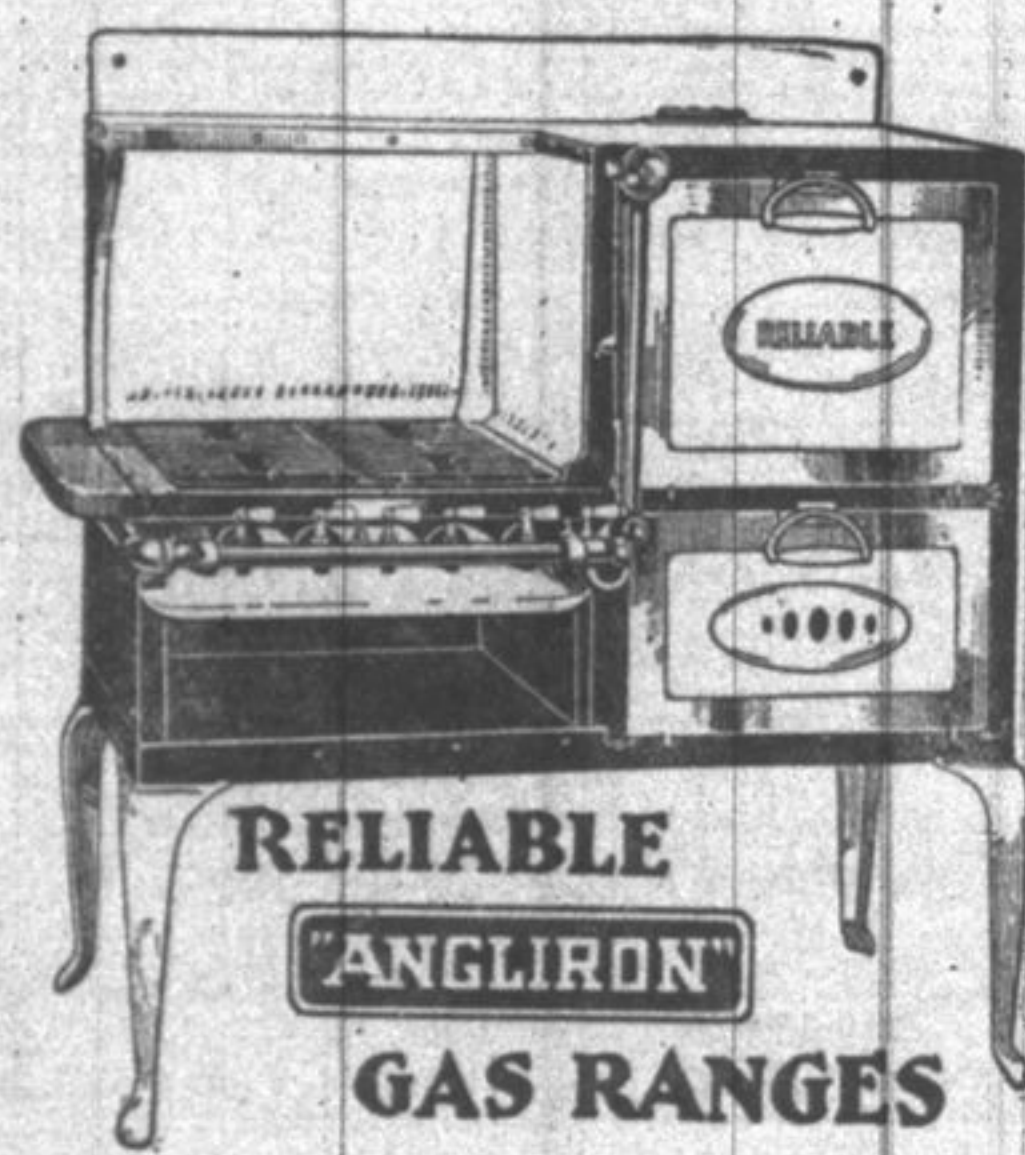
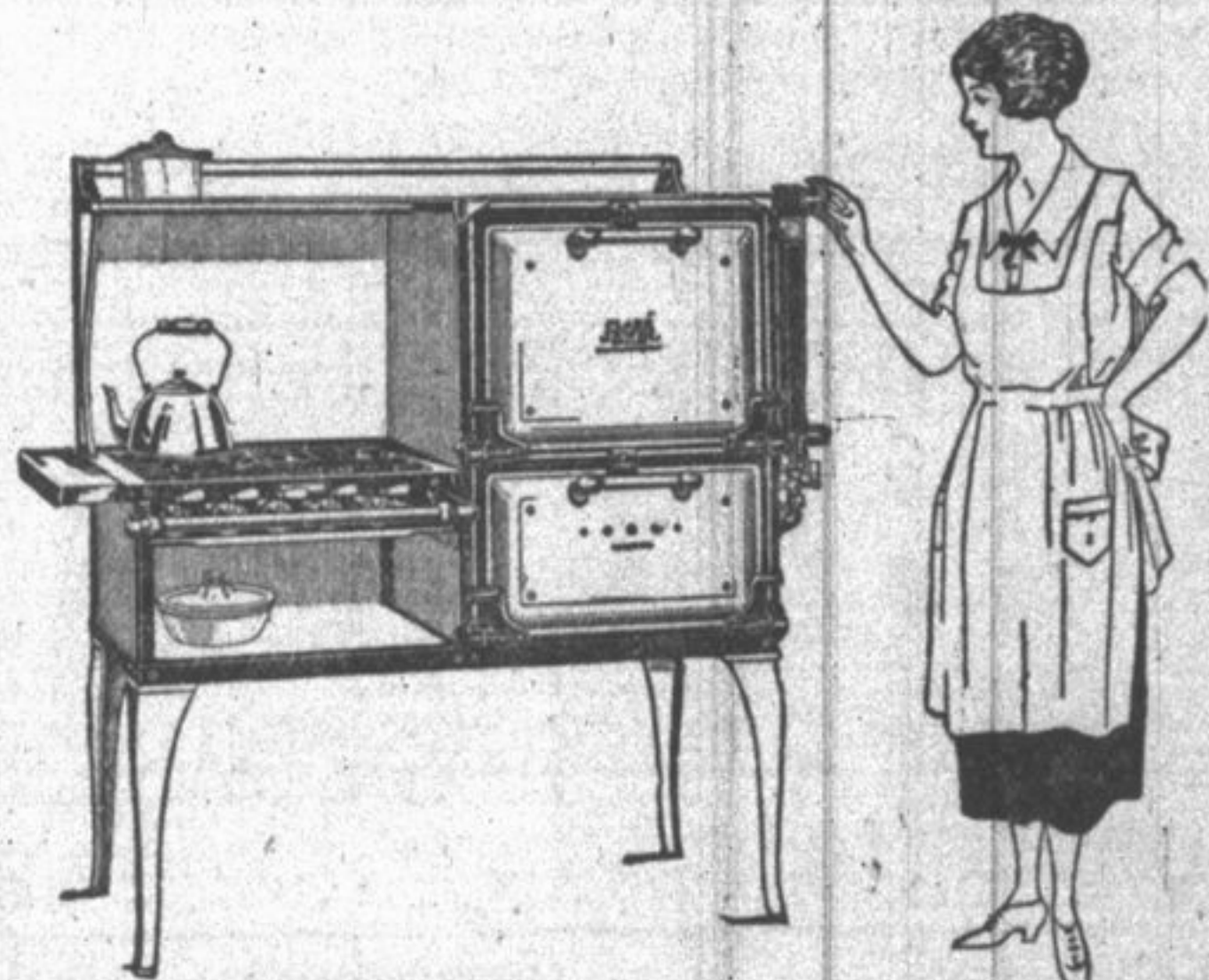
**PROSPECT GOOD FOR
BUCKWHEAT SUPPLY**

The prospect for buckwheat cakes in Illinois this winter is good. At least A. J. Surratt, federal agricultural statistician, estimates the state will produce nearly twice as much buckwheat as usual this year.

The August buckwheat outlook was for a crop of 118,000 bushels, which should make enough buckwheat cakes to insure every Illinoisan a second helping. Last year's production was 90,000 bushels and the average yield for the state is 77,000 bushels. Seven thousand acres were devoted to the crop this year, compared with 6,000 last year and the average of 4,000.

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