

## MAIL ORDER SALES ON INCREASE HERE

Out-of-Town Orders for Merchandise From Tulsa Are Huge

## A BUSINESS MAGNET

Newspaper Advertising Credited for Increase in Such Business

Tulsa is more of a business magnet today than it has ever been before. The scope of its out-of-town trade is larger. It draws more people from the immediate vicinity than it has ever before. It is a business magnet.

Curious investigation of the volume of mail orders and out-of-town business reveals the fact that virtually all business institutions have experienced an increase along this line. Reasons for this are threefold: generally improved business conditions, advertising and word of mouth.

"While we have made no special effort to increase our out-of-town trade," said Tom Hunt of the Hunt company yesterday "it is five times as large now here in our new building as it was in our old location. We have more out-of-town customers, and we have a larger mail order business than we have ever had before. I attribute this largely to advertising. The circulation of our newspapers is one big factor in the increase our mail order and out-of-town business, and advertising by word of mouth is another. It is surprising how many inquiries concerning merchandise, and resultant sales, we have as the result of something said about the store by people who were just passing through the city.

Orders from Far Away. "As to the scope of our trade territory, it is difficult to define. Our railroad refunds show that the number of people coming in from near-by towns and make purchases is larger than ever before. On the other hand, we have mail orders from all parts of the country. We had an order the other day from Vancouver, and we have had orders from the east, and from Florida.

Good roads, coupled with general improvement in the business situation is the reason given by furniture men for the increase in their out-of-town trade.

"Our out-of-town business, I should say, has increased 75 per cent over what it has ever been before," said L. G. Rosser of the Rosser-Cumbe Furniture company. "We have a larger number of out-of-town buyers than we have ever had. This is due largely to improved highways. Our trucks make deliveries of furniture to purchasers living 40 and 50 miles from Tulsa, something that was impossible until we had good roads in this territory."

C. A. Mayo of the Mayo Furniture company said that the general increase in the volume of business along all lines had been reflected in their own business, affecting very materially the out-of-town trade. The Mayo Furniture company does a much larger out-of-town business than it did a year ago, using trucks for delivery and going as far as Bartlesville and Okmulgee. Mayo predicted that the time is not far distant, with the constant improvement of highways, when furniture trucks will be making deliveries to points 100 miles distant.

Reports Increase. A 10 per cent increase in the volume of mail order business done by the Halliburton-Abbott company has been noted by L. E. Abbott. Because of the lack of space to handle it, no

**FLORAL ARTISTS**  
Wreaths, Pillows, Sprays and Special Designs

**Boston's**  
FLOWER SHOP  
19 East Third  
Phone Osage 510-8946

## HALF THE FIGHT AGAINST ILLNESS

Keep the Liver Prepared to Do Its Duty in Cleansing the System. Black-Draught Will Help.

Kernersville, N. C.—Mrs. Wesley Mabe, who resides near here, says Theodor's Black-Draught is kept in her home all the time, since it has proved very valuable when used to correct derangements of the liver, stomach and bowels, and to help prevent sickness from developing from such conditions.

"For dizziness, headaches, colds, and similar troubles, Black-Draught is a wonder," according to Mrs. Mabe.

"It helps carry away bile and cold the easiest of any medicine I ever saw."

"I have used Black-Draught with my whole family, and will continue to do so, as it has proven its worth. We are glad to recommend Black-Draught. My health is just fine."

Black-Draught has been found a useful adjunct in breaking up colds, when the use of a laxative or cathartic medicine is indicated. It acts upon the liver as a tonic, helping it to drive poisons and unhealthy matters from the system.

Bleediness, dizziness, coated tongue, bitter taste in the mouth, often warn you that your liver is out of fix. Don't neglect it. Prevention of illness is better than cure. Take Black-Draught, for your liver. Be sure to get Theodor's.

Most druggists sell Black-Draught. Get a package, today.—Theodor's.

Advertisement.

## CITY ZONE BILL TO BE INTRODUCED

Subject Will Be Discussed at Muskogee Next Friday Night

Muskogee, Okmulgee and Okla-homa City share Tulsa's interest in the bill to be presented to the next state legislature empowering city commissions to zone their cities and regulate the laying out of new additions. This is one of the things that will be discussed at an open meeting in Muskogee next Friday night called by the Muskogee chamber of commerce and at which William Holden, secretary of the Tulsa Chamber of Commerce and the city planning commission, Cyrus Avery, president of the Albert Pike Highway association, E. Bea Guthrey,

publisher of The Nation's Highway, and Thomas F. Hodge, field representative of the Northwestern chamber of commerce will speak. Reorganization of the state highway department as advocated by the Northwestern chamber of commerce will be discussed before the meeting by Avery. A state highway commission of three members having fixed terms of office, distribution of the state automobile tax fund to the various counties based on the state highway mileage of the coun-

ties and creation of a one-cent-a-gallon tax on the sale of gasoline at retail are the salient points in the proposed road bills. Guthrey will speak on the practicality of having an analysis made of the soils of Oklahoma and such analysis filed with the county agents to be available to any who might want to use it. Hodge will discuss the general publicity program of the Northwestern chamber of commerce for the coming year.

Denied Alms, He Shoots. KANSAS CITY, Mo., Dec. 6.—Ward W. Fowler, 21, of Newcastle, Ind., was shot through the right

lung early this morning and probably fatally wounded by a man whose plea for alms he refused on a downtown street. Fowler's condi-

tion is said to be dangerous by hospital authorities. Police are holding Stacy Hristow, 22, of Monticello, Ala., on charges of firing the shot.

Unusually Quick, Satisfactory Service Given to Mail Orders and Inquiries

## HALLIBURTON-ABBOTT Co.

Main and Fifth Streets

Phone Osage 6060

## Choice of All Winter Hats 7.50

One Table of Hats at 5.00

One Table of Hats at 2.50



## All Metallic Hats, Half Price

Children's Hats Half Price

Violet Corsages at 35c and upward

Boutonnieres at 25c upward to 1.25

Fancy Metallic Corsages for the Dance or Dinner Frock

Millinery—Third Floor

## Sale of Coats in Two Groups

at Very Special Low Prices

Twenty-five good coats made of Geronia or velours, with fur collars and belts shown in blouse and straight line models, some trimmed with fancy stitching and others with buttons. These are attractive coats with splendid linings and showing high-class tailoring. Selections are good, the range of sizes and colors are what are wanted. Your choice of this group, very special. 19.75

## Another Group of Better Coats

Another group of high-grade coats, consisting of Geronia, velours, novelty and plain weaves in blouses, straight line and sports models. Some have collars of fur and others have collars of self-material. Finished with sports or set-in pockets and storm sleeves. They are lined with excellent grade satin or silk crepes. Shown in navy, blacks and browns. Choice of this group, very special. 24.75

## New Paisley Crepe and Satin Petticoats

New petticoats of Paisley crepe or satins with scalloped hems and trimmed with silk fringe. They are step-in models and offered in all the leading suit shades. They are splendid values at —12.98 to 15.00

Women's Wear—Third Floor

## Extraordinary Values and Very Special Prices in Velvet, Plushes, Woolens

Costume Velvet. A very fine quality of costume velvet with fast pile and fast colors; excellent material for fashionable dresses; 24 inches wide. Shown in a good range of colors. Yard, very special. 2.50

Velveteen. A fine silk-faced velveteen in good quality for children's wear, for coats and dresses; 22 inches wide; in brown, navy, red and black. Offers good wear and satisfaction. Yard, very special. 95c

Black Plush. Plain black plush with rich silk nap and a good, serviceable quality for fine plush coats and wraps. It is full 50 inches wide and shown in black only. In this sale, yard, very special. 4.50

Saltex Plush. A beautiful line of Saltex plushes with seal skin finish; shown in black and navy; 52 inches wide; an excellent wearing quality for making into coats and for trimmings. Very special. 6.50

Behring Seal Plush. Very extra fine finish Behring seal plush, a wonderful quality of silk finish for coats, stoles and wraps; 52 inches wide and shown in brown and black. In this sale, the yard, very special. 8.50

Little Coats for Boys and Girls—Specials. A new showing of children's coats in cinnamon, blue and brown, Bolivian and aridales of best quality in tan, brown, navy and blue, in tailored, sports and dressy models, with yokes or straight box style. Belted backs. Sizes 1 to 6 years. Specially priced at—Chinchillas, 7.95, 12.50. Other coats, 10.00 to 17.50

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Plaid Wool Skirting. Splendid, 56-inch, new, all-wool skirtings, in fancy plaids and checks; good wearing grade in wide variety; in this sale, yard, special. 2.69

Sports Flannels. Broadcloth finish, perfectly loomed sports flannels, widely used for making attractive sports and children's coats, middies, etc.; 27 inches wide; woens of virgin wool. Yard, special. 1.39

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## Specials in Staple Goods

32-Inch White Madras Shirting with white cord stripes and figures; special. 45c

36-Inch Bloomer Satin, a well finished material for bloomers and petticoats; in white and flesh. Special. 69c

36-Inch Ferndale Nainsook, excellent for undergarments. Yard, special. 19c

27-Inch Duckling Fleece Flannelette in many colored floral patterns; for house robes. Yard, special. 23c

32-Inch Colored Striped Madras, a good shirting in fast colors. Special. 39c

32-Inch Dress Gingham in fast colors, small checks and plaids. Special. 19c

18x34 Part Linen Huck Towels in heavy absorbent grade; with bordered ends. Each, special. 39c

27-Inch Gingham, mill ends, in 10 and 20-yard lengths; very special. 10c

27-Inch Dress Gingham, good grade, fast colors, in checks, stripes, plaids. Yard, special. 18c

32-Inch Zephyr Gingham, fine grades, in fast colors; shown in wide range of patterns; in all colors. Yard, special. 25c

80x90 Crochet Bed Spreads, plain or scalloped; 2.49 unusual at special. 2.49

81x90 Bed Sheets of good standard sheeting, free from starch. Special. 1.29

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## THURSDAY At the Garment Factory

Sale of Electric Irons, large size, with standard guarantee by manufacturer, only 50 cents; this makes a lovely Christmas present, each. \$3.95

See East Window.

Sale of 36-inch natural color American ponies, heavy quality, regular \$1 values, Thursday, 50c yards, per yard. 79c

Sale of men's warm knit underwear, all sizes, suit. \$1.19

Sale of girls' and boys' warm fleece lined union suits, per suit. 98c

Sale of bathrobe blankets, with cords to match. \$4.95

Sale of Baby Blankets. 98c

Sale of heavy wool nap Blankets, large size, double plaid. \$4.99

Sale of children's gingham dresses. 98c

Sale of ladies' warm outing gowns, 95c. \$1.79

Doll sale, lovely kid body dolls, black curly wig, sleepy eyes. 98c

Christmas handkerchiefs, selling 5c, 10c, 15c, 25c and. 25c

36-inch gray or khaki shirting, flannel, yard. 98c

34-inch heavy French serge, navy and black only. \$2.25

Quilted table padding, 54-inches wide. \$1.75

Fancy Turkish towels, for Christmas, each. 33c

Phone Osage 764 for Free Delivery on Any Merchandise We Carry.

## Tulsa Garment Factory

Just Across the Midland Valley R. R. Tracks on Seventh.

OSAGE 764

## FRANKS

WHOLESALE AND RETAIL

200, 202, 204, 206 East First Street

Corner First and Cincinnati

OKLAHOMA'S LARGEST MARKET

21,000 Square Feet of Floor Space

## Your Winter Supplies at Great Savings for Thursday and Friday Only

Please note carefully. We are offering these extraordinary low prices on the largest variety of gallon goods ever assembled in any one store in this city. When you buy your goods by the gallon you save at least 25% on your grocery bill. 25% saved is 25% made.

Gallon Peaches, 53c

Gallon Apricots, 61c

Gallon Blackberries, 72c

Gallon Apples, 43c

Gallon Red Pitted Cherries, 90c

Gallon Pears, 82c

Gallon Red Raspberries, per gal. \$1.10

Gallon Loganberries, per gal. 76c

Gallon Red Raspberries, gal. \$1.35

Gallon Gooseberries, per gal. 89c

Gallon Prunes, per gal. 59c

Gallon Spinach, per gal. 67c

Gallon Rhubarb, per gal. 58c

Gallon Blueberries, per gal. 65c

Gallon Tomatoes, (whole pack) per gal. 48c

Gallon Okra, per gal. 45c

Gallon Mustard, per gal. 80c

Gallon Karo Blue Label Syrup. 49c

Gallon Mince Meat, per gal. 65c

Gallon Pure Strawberry Preserves, per gal. \$2.10

Gallon Pure Apricot Preserves, per gal. \$2.10

Gallon Pure Red Raspberry Preserves, per gal. \$2.10

Gallon Pure Blackberry Preserves, per gal. \$2.10

Gallon Pure Peach Preserves, per gal. \$2.10

Gallon Pure Cherry Preserves, per gal. \$2.10

Gallon Pure Apple Butter, per gal. 95c

Gallon Sour Pickles, per gal. \$1.15

Gallon Sweet Pickles, per gal. \$1.40

Gallon Dill Pickles, per gal. 75c

Gallon Sugar Vinegar 55c

Gallon Karo Red Label Syrup, per gal. 57c

Gallon Salad Dressing, per gal. \$1.30

Trade at the "BETTER GOODS STORE"

A. L. FRANKS, Prop. Osage 726

## PIGGY WIGGLY Bulletin

STORE NO. 1 21 East First

STORE NO. 2 Second and Boston

STORE NO. 3 1002 South Main

Pure Cane SUGAR 10 lbs. 71c

POTATOES Guaranteed Full 15 lbs to peck 23c

Peaches in heavy syrup, No. 2 1/2 cans, each 24c

We Reserve the Right of Restricting Sales to Family Requirements

DELIVERY CHARGES \$10 Orders, 10c \$5 Orders, 20c Less Than \$5 Orders, 25c

## XCHANGE SPECIALS for THURSDAY

Imported Swiss Cheese, 65c

Large Frankfurts, 15c

Armour's Veribest Breakfast Sausage, 25c

Good Dry Salt Meat, 14c

Good Sugar-Cured Picnic Hams, lb. 12c

Good Creamery Butter, lb. 46c

3-lb. pack Crisco for 53c

6-lb. pack Crisco for \$1.03

3 lbs. Good Belling Beef for 25c

Good Loin Steak, lb. 20c

Good Veal Chops, lb. 15c

1 peck Northern Potatoes (15 pounds) 23c

1 can Oil Sardines for 5c

25c size Beechnut Jelly for 18c

50c size Beechnut Jelly for 35c

3-lb. pack Comb Honey for 80c

5-lb. pack Comb Honey for \$1.20