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GRAND RAPIDS, WEDNESDAY, NOVEMBER 12, 1924

Number 2147

JUST THE THINGS

JUST a golden sunrise, just a word of cheer,
Just a summer shower, just a rainbow clear;
Just a crimson sunset, just a purple hill,
Just a shaft of moonlight when the world is still.

Just a little fragrant breeze, just an azure sky;
Just the murmur of the sea, just a baby's cry;
Just a nodding flower, just a bird's sweet lay;
Just some one to greet us at the close of day.

Just a haunting melody—a half-forgotten song,
Just the glad warm sunshine through the whole
day long;
Just the doing of our bit ever willingly,
Just the chance of helping those across the sea.

Just a friendly handclasp, just a word of love,
Just the simple knowledge God is there above;
Just an act of kindness, just a sunny smile—
These are just the things that make our life
worth while.

Jane Arden.

SUPPLY THE HOUSEWIVES WITH

Parowax

Throughout the summer, most housewives, with commendable thrift and foresight, can or preserve a part of the abundance of fresh fruits and vegetables for use on their tables during the long winter months. This is the time, therefore, to furnish them with glasses and jars, with sugar and spices and with PAROWAX.

She knows that to preserve her fruits and vegetables, she must seal them in their containers with a seal which is airtight. She knows that unless the air is excluded they will ferment and become unfit for use.

She knows too, that PAROWAX will seal them tight, keeping all their goodness and freshness in and keeping air out. The effectiveness with which PAROWAX seals each container, its cleanliness and purity and the ease with which it is used, makes it ideal for all canning and preserving where jars, glasses or bottles are used for containers.

Every dealer should have an adequate supply of PAROWAX on hand throughout the summer. It may be secured promptly from any agent or agency of the



One of these two color counter display cartons is packed in each case of Parowax.

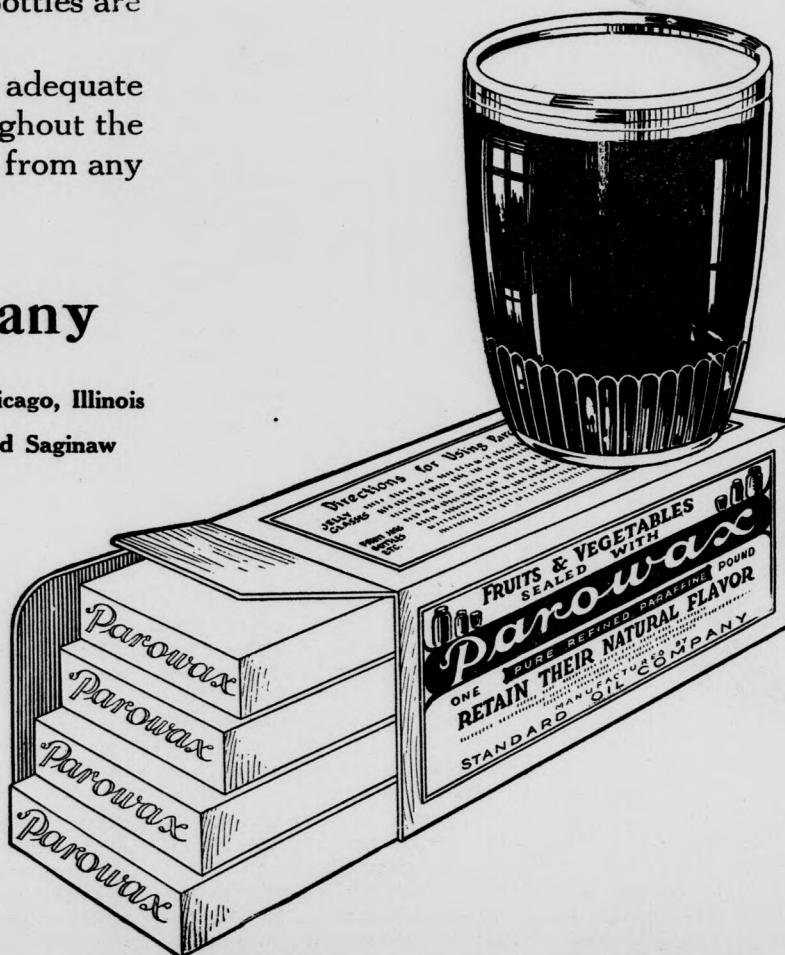
Standard Oil Company

(INDIANA)

910 S. Michigan Avenue

Chicago, Illinois

Michigan Branches at Detroit, Grand Rapids and Saginaw



THOMAS K. KELLY

PRIVATE OFFICES - WINNISHIEK BLOCK
2548 NICOLLET AVENUE
MINNEAPOLIS
MINNESOTA

PRESIDENT OF:
LIBERTY STATE BANK OF ST. PAUL
FIDELITY STATE BANK OF MINNEAPOLIS

PRESIDENT OF
26TH STREET ST. BANK OF MINNEAPOLIS
T. K. KELLY INVESTMENT COMPANY

JUST IMAGINATION

Some merchants imagine that there is a long swing between success and failure, and they are always envying the man who is successful.

Why don't you, Mr. Merchant, reverse this philosophy? I know you will find it a wonderful asset if you will study the situation and analyze why some merchants fail.

The gospel I have preached for the last thirty years makes sure your stepping over the pitfalls of failure and guarding against the errors of the merchants who have failed.

There's over twenty thousand merchants doing business along successful lines in the United States and Canada, who have experienced Kelly Service. The merchant who starts in early waving the banner of success along the advertising route will create a substantial foundation for the biggest fall and winter trade ever.

We do not ask unconditional surrender of your of your own opinion, but you will just inquire of any reputable wholesalers, manufacturers, your own banker, or Dun's or Bradstreet's--

They will tell you that we could not conduct an organization of over four hundred people, all wrapped up in the promotion of better business for the retail merchants, unless our campaigns were successful like the one just completed for Kessell & Purdy of Pontiac, Mich., for whom we sold some \$15,000 worth of merchandise profitably with total overhead including all expenses running just 12% of gross sales.

Business and prosperity don't come to him who sits back and waits--it is the sincere, aggressive merchant who makes the biggest success.

We can work with you to bring about a banner fall business--just write fully about your situation and full details will be sent you.

Sincerely yours,

T.K. Kelly.



SPANISH



HOLLAND



GERMAN

Epicurean Delights from the Cafes of the World

Brought to you in daily variety, including dishes made famous by World renowned Chefs from the Boulevard Cafes of Paris, Sevillian Patios, brilliant Italian Villas, the Wayside Inns of Holland and Germany, and from Chinese Temples, prepared in their native styles and flavored with wonderful sauces, discovered by the cooks of the Old World.

Be One of the First

To enjoy this newest feature of Pantlind Service. It is said that variety is the spice of life, and this new service offers the utmost in variety to the jaded appetite. In this program of national dishes you will find numberless new and delectable foods, which you have never till now had the opportunity to enjoy.

FIRST IN A HOTEL PANTLIND

—Was the

First Large Hotel in America
First Large Hotel in America to install
First Large Hotel in America with
First Large Hotel in America

and now offers for the first time

Daily Changes of Menu

Daily Changes of National Dishes Served by Attendants
November 10th

PANTLIND HOTEL

IN THE FOLLOWING

SPANISH—Monday
HOLLAND—Tuesday
FRENCH—Wednesday
CHINESE—Thursday
GERMAN—Friday
ITALIAN—Saturday

The Regular
American Dinner

will be served every day as of the service counter, while the other will be served from the opposite

PANTLIND HOTEL
Grand Rapids, Mich.

N AMERICA PANTLIND

—Was' the—

America in a city of this size
to install 7-foot beds for tall people
America with an All-Electric Grille
America to operate a Cafeteria

the first time in America

s of National Dishes

by Attendants in National Costumes—Starting Monday,
ember 10th—in the

D CAFETERIA

OLLOWING ORDER:

H— Monday
ND— Tuesday
H— Wednesday
SE— Thursday
AN— Friday
N— Saturday

Regular Menu of
American Dishes

every day as usual, from one end
counter, while the National Dishes
from the opposite end.

HOTEL COMPANY
FRED Z. PANTLIND, President



FRENCH



CHINESE



ITALIAN

Complete Menus

Including everything from relishes, soups, meats, salads, and vegetables, to drinks and desserts, will be on the Service Counters each day, for your selection, so that you may choose a complete and well balanced meal from the Special National Dishes, or you may choose one or more dishes from the National Menus to complete your regular American meal.

See—Try—and you are quite sure to come again and again for the special dishes.

The CAFETERIA affords you the opportunity to see the tempting variety and when you try them, your taste will tell you to try them again.

THE COSTUMES are very fine reproductions of the native costumes worn in the countries represented. The Flags of the Country represented each day will decorate the walls of the Cafeteria, making a striking and colorful scene.

