

Daley Pep-Talks N.T. Democrats

Mayor Richard J. Daley made an unprecedented speaking appearance on the North Shore Sunday in the home of the man he predicted will raise Democratic strength in New Trier Township.

The Chicago mayor addressed about 150 persons attending a \$100-a-plate fund-raising dinner in the home of the township's new Democratic committeeman, Lynn A. Williams, 1175 Whitebridge Hill, Winnetka.

Mayor Daley said the suburbs should be much more Democratic than they are, and "a resourceful, courageous, and optimistic leader like Lynn Williams will help make them so."

"I'm grateful for this invitation," Mayor Daley said. "I don't visit too much with our cousins in the suburbs. But we should move into the future as one community. All over the country, metropolitan areas are becoming one neighborhood. The city's future hinges on the suburbs, and the suburbs cannot prosper if the city decays."

Tells Problem

He labeled as one of his party's greatest problems the fact that Democrats on moving from the city to the suburbs tend to turn Republican.

"The city can match the suburbs in academic achievement, culture, industry, and the arts," he said. "We wonder—is it social prestige that causes this transition to take place?"

Praising the large turnout for the Winnetka meeting, he said, "This meeting should be symbolic of all

the suburbs. If it were, we'd be in better shape."

The Chicago mayor singled out John A. Kennedy of Winnetka, the party's 1st District state Senate candidate, for a jesting reminder of the Chicago visit Saturday of Sen. Robert Kennedy (D-N.Y.).

"We had your cousin here yesterday, John," he said.

Turning to a discussion of the current campaign, he said the Democratic Party is one of leadership that has made great gains in the field of education and in solution of the problems of the minorities and the poor.

Party Makes Gains

"We don't have all the answers to such problems as Vietnam, and we can't end discrimination overnight. But Democrats have the courage to face the problems and do something about them."

"We have leaders with proven records such as Sen. Douglas," he continued. "But there seems to be a lethargy and apathy among people. They are mixed up and easily frustrated. I hope people won't vote their emotions in this election."

He was critical of the news media's handling of the civil rights marches, saying television and newspaper propaganda tended to "brainwash" people.

"But I have great faith in the ultimate judgment of people," he said. "What we're doing on open occupancy is backed by Archbishop Cody, the Rabbinical Society, and the Council of Churches. What's wrong with that?"

Funds raised at the Sunday dinner will be used to support the New Trier organization.



Electrician Jan Stasica (on ladder at right) adjusts wiring in the Osco Drug cosmetics canopy,

which is adorned with hand-carved, old-European style letters. (Bud Daley Photo)

New Jewel-Osco Store in Plaza del Lago Combines Modern Selling, Spanish Look

Shoppers will get a special blend of ultramodern merchandising and quaint Spanish atmosphere in the new Jewel-Osco store opening Tuesday in Wilmette's Plaza del Lago.

The food-drug facility will be the eighth and ninth businesses to open in the \$3.5 million shopping center. The store, which will include the latest in supermarket merchandising techniques, will be set amid ancient Spanish and Moorish furnishings, signs, and canopies fitting the center's over-all theme.

The center, which is not yet finished, will be decorated with signs and pennants, and Spanish guitarists will serenade shoppers in

the partially completed parking lot and buildings.

Refreshments will be served by proprietors of the other Plaza del Lago firms: American Express Co., Gallery Shop, San Pedro Restaurant, N. A. Hanna Co., Moffett Photographic Studio, Amber Light Book Store, and Gertrude Cramer Interiors.

The Jewel-Osco store will be open for inspection by the public from 6 to 9 p.m. Monday and will open for business at 9 a.m. Tuesday.

Jewel officials, in consultation with Chicago artist Claude Bentley, have built much of old Spain into the store while retaining a modern facility.

Meats to Be Blast-frozen

All meats will be blast-frozen and displayed in slanting counters beneath a canopy covered by red-tile reminiscent of ancient Spanish buildings. Called the tenderlock merchandising concept, the blast process freezes the meat in minutes by use of fans in the store's food lockers.

The cuts will be displayed with a colorful label containing instructions for cooking.

Pioneered by Jewel, the process was developed to eliminate spoilage during shelf storage and during the time the meat is transported from the store counter to the housewife's home freezer. It will mark the first time that frozen meats will be sold in a retail Wilmette market.

To Include Sausage Shop

A sausage shop in another corner will be decorated with a colorful canopy painted to resemble the roof of an ancient farmer's hut. The shop will feature smoked and imported sausages of many national varieties sliced to order.

The cosmetics counter in the drug department will be identified by large hand-carved Moorish letters mounted on a blue and gold canopy. Trained cosmeticians will be available to give beauty advice as well as sell products.

Many of the store's walls will be decorated with Spanish murals and etchings, and examples of Spanish coats-of-arms will be painted on several floor tiles. Many sections of the store also will be paneled to create a home-like atmosphere.

In addition to the tenderlock process, innovations will include wider and higher collection carts with portable sides which can be unloaded much easier at checkout counters, and slanted frozen food counters enabling the shopper to pick and choose parcels with little or no stooping or leaning.

The building will be heated by its lights, a new low-cost, efficient process now being used in many new area buildings.

Other specialty features include:

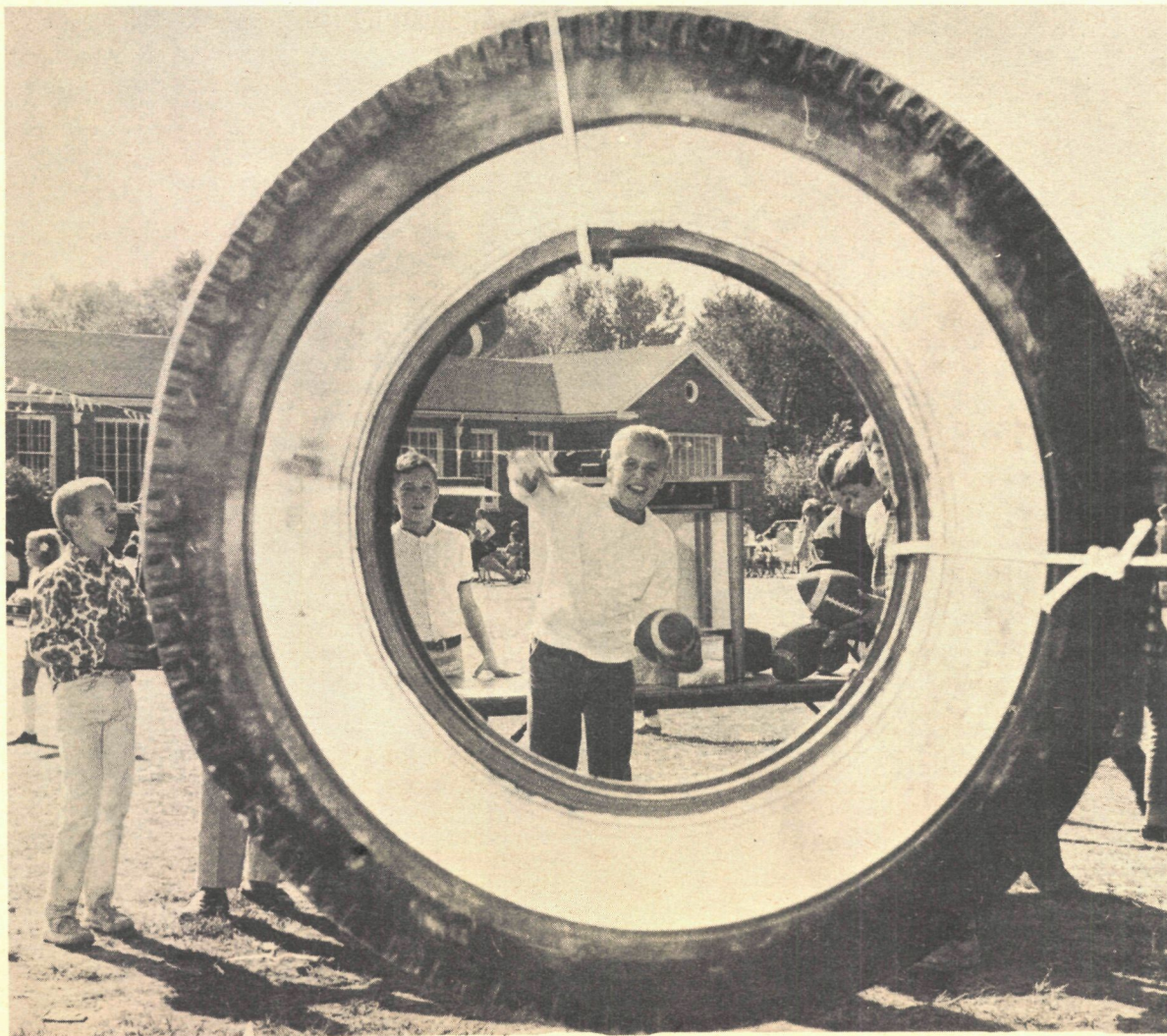
- A "chef counter" containing ready-to-eat items prepared in the store's kitchen. Items will include pies, pastries, cooked meats, salads, desserts, and casseroles.

- A pastry shop where all items are baked and frozen immediately.

- A family prescription service at the drug department where each family's prescriptions are recorded for constant reference by doctors and customers.

In addition to its drug department, the Osco section will contain a camera department, and housewares, hardware, stationery, toys

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Greg Kaiser throws a football through a swing tire to win a prize at the recent Harper School

Carnival in Wilmette. Watching are Ray Howland (left) and Don David. (Booty Photo)

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