

A Series of "Buy and Bank in Highland Park" Editorials No. 5

The Spirit ^{of} the _{the} Hive

If you have read Maeterlick's "The Life of the Bee" you will know the "Spirit of the Hive"—the spirit of working together—co-operation.

The "Spirit of the Hive" is the spirit that Highland Park must have to grow as it should.

Highland Park is fast becoming the "beehive of industry" and the spirit of co-operation is growing—yet there are some who join in the shouting of "Buy and Bank in Highland Park" and then quietly side-step and follow their old practice of ordering goods by mail or going to Chicago for the things they could buy in Highland Park.

"Buy and Bank in Highland Park" Movement is to Help Highland Park. There Must Be No More Lip-Loyalty and Much More of the Sincere Earnest "This Means Me" Spirit.

The idea or policy of preaching without practicing tends to prejudice every movement—lessens every wave of progress.

Instead of the cry "THIS MEANS YOU," let the real boosters say "THIS MEANS ME" and then act accordingly. Then helping Highland Park merchants will not be an idle thought without form and void, but a spirit that will bear fruitful results.

Buying and Banking in Highland Park is just as profitable, just as advantageous and much more satisfactory than buying in distant markets. Highland Park merchants offer equal goods, equal values, equal variety and better service.

Buy and Bank in Highland Park because you make your home here, because it is your home, because your prosperity is dependent on the general prosperity of Highland Park, because wherever you live in the Highland Park district, the city of Highland Park is your metropolis, your market place.

GET THE SPIRIT OF THE HIVE.

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