



"Good Will Builders"

EVERYBODY CONNECTED WITH THE North Shore Gas Company, from the president down, is engaged in the work of Building GOOD-will. Every business man knows that Good-will toward a company is that company's tower of strength. We want our customers to know that we look upon their good-will in that light

NOW THAT MANY OF OUR YOUNG MEN ARE HOME from the war and back on the job, we have reorganized our business department on a basis of good-will building. It is our purpose through this department to call on each of our customers at their homes. In this way we want to inquire if there is anything we can do to improve the service in each home.

PLEASE GIVE OUR REPRESENTATIVES A FEW MINUTES of your time when he calls. You will find it well worth while. He will ask you if you have any complaints. He will inspect your gas range, water heater, gas iron, and other appliances. He will make any simple adjustments that may be needed to insure best service from your appliances. If you are wasting gas he will show you how to save it. If repairs are needed he will, on your request, see that they are taken care of at the cost to us.

IF YOU ARE NOT USING THE MOST ECONOMICAL and efficient appliances the new business man will tell you anything you want to know about the greater convenience and comfort of more modern types. He will not try to sell you something you don't need. His job is first, to invite your good-will toward the company by making it easy for you to get the gas service you want.

IN SELECTING APPLIANCES sold at our offices we have one point in mind above all else,—YOUR GOOD WILL. We will not knowingly sell appliances that make trouble for the consumer. Such appliances cost us money as long as they remain in use, because it is expensive for the company to take care of complaints coming from them. We do not say that the appliances sold by us are the only good ones of their type. But they are the BEST. We know. We have all kinds on our lines. Our records show which appliances give the least trouble and the most satisfaction.

North Shore Gas Company

Offices:—Waukegan, Lake Forest, Highland Park, Winnetka, Libertyville

MEMORIAL TO STIR HEARTS TO KEEN DEVOTION

Roosevelt Association Declares Movement to Erect Monuments Must Awaken Americans to New Sense of Duty.

The Roosevelt Memorial association, which has assumed the task during the week of October 20-27, of collecting a fund of at least \$5,000,000, for the erection at Washington of a towering shaft of marble to Colonel Roosevelt and the creation of a park at Oyster Bay, unreservedly declares that it is looking beyond the accumulation of this fund, and that its greatest work is to preserve for all the people of the United States the inspiration that flamed in the great heart of Theodore Roosevelt and guided his statesmanship.

Unless the movement for the creation of Roosevelt memorials kindles in the souls of his fellow Americans greater devotion, more loyalty and deeper faith, it will have accomplished only a small part of what it was intended to do; and not only among the native, but also among the foreign-born American citizens must this patriotic feeling be fostered.

"Theodore Roosevelt was a statesman, a historian, a journalist, a big game hunter, a naturalist, an explorer, but in and above all he was an American, whose ruling passion was his country," says William Boyce Thompson, president of the Roosevelt Memorial association. "He served his country with every side of his versatile being. He rescued from oblivion a romantic era of her history; he studied her wild animals and birds and gave them sanctuaries; he redeemed her desert; he struggled for law and order on the frontier and for humanity in her slums; he fought for the honor of her flag, in war and peace, abroad and at home, with pen and sword and the organized power of high position. He loved America and with every breath he drew, he served her."

This is the man who has passed from among us, the man who was as beloved in the liberty-loving lands across the sea as he was in his own America, and millions of their inhabitants have signified their purpose of contributing to the Roosevelt memorial fund during the week of the drive. Their cause he valiantly espoused in those never-to-be-forgotten dark days before victory came to the Allies, and because of this they revere the name of Theodore Roosevelt little less than that of a saint.

Nor will the peoples in the territorial possessions of the United States be less backward about honoring his memory than those in this country. In Alaska, Hawaii, the Philippines, Porto Rico and, in fact, in the furthestmost corners of the earth where the glorious Stars and Stripes fly, men and women and children have signified their intention to help create the Roosevelt memorials and pay homage to the memory of a man all Americans loved.

THE ROOSEVELT CREED

I believe in honesty, sincerity and the square deal; in making up one's mind what to do—and doing it.
I believe in fearing God and taking one's own part.
I believe in hitting the line hard when you are right.
I believe in speaking softly and carrying a big stick.
I believe in hard work and honest sport.
I believe in a sane mind and a sane body.
I believe we have room for but one soul loyalty, and that is loyalty to the American people.

ROOSEVELT'S IDEALS EVER AN INSPIRATION

By LEONARD WOOD, Major General, U. S. Army. Theodore Roosevelt was a leader in ideals and in action. He stood for the square deal, one flag, one language and one loyalty—loyalty to the American people—for industrial justice, for public and private morality, for a strong and vigorous America, charitable and helpful, ever ready to do her duty to civilization and humanity, but an America acting always under the dictates of her own conscience, rather than under the direction of others.
He stood for universal service in war as well as in peace. Service for each one wherever he could best serve.
His memory will live among us always, and his life and ideals will serve as an inspiration for all that is best in citizenship.

Memory to Live Forever. James Cardinal Gibbons—The memory of Colonel Roosevelt will be always fresh and green in the hearts of the American people. He was the most conspicuous statesman of his day. We honored him while living, it is only fitting that we should honor him now dead.

Little grains of dandruff mean good-bye to Hair

Dandruff literally smother the life out of the hair roots and eventually brings baldness.

Wildroot is guaranteed to clean up dandruff and remove it—no matter how much; it cleanses, softens and loosens the scalp and stimulates the hair to normal, healthy growth.

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The girls are now getting ready for an influenza epidemic by putting on their extra low cut waists.

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THE RUBBER STORE

NEW M. E. CHURCH FOR LAKE FOREST

Trustees Close Deal for a Ninety Thousand Dollar Edifice to Be Erected Soon
The trustees of the Lake Forest Methodist church closed the contract Thursday whereby they became owners of the corner property on North Gate and Bank lane. The purchase price was \$15,000.
The architect already has submitted plans for the erection of an edifice to cost \$90,000.
The plans show an entrance on the corner facing Market Square and a parish house across from the Young Men's Club, through the kindness of the Lake Forest Improvement Association. The buildings will be equipped for heat from the Improvement Association's central heating system.

"Perturbed Householder" asks why when you ask the services of a carpenter, plumber, or other artisan, it is usually necessary to have two men come to do the job? Well, probably one has to see that the other doesn't work too hard.

Anyway the inmates of the lunatic asylums consider the music of the jazz orchestras very inspiring.

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The most notable prey of the hunting season will be found at the October weddings.

Home storage of vegetables is urged, but cellar space has been short since July 1.

MRS. SWAIN SAYS:
"During all the 33 YEARS that I have kept house I have never used a more satisfactory furniture polish and floor cleaner than NU-FINISH. Accept my highest recommendations for same."

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