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ROUSE IS MUNITY CHAMPION

ill Fitzgerald 3 and 2; for Club Champnship Monday

ting "Bill" Fitzgerald 3 playing wonderful golf ase won the first communnship staged in Highland inday. The tournament success and aroused much t: The prize was the Monated by Mr. F. W. Cush-

very beginning it could en that Rouse would be . This was one of the ments which he has won. n holder of the Chicago pionship for the past.

Day the club members the club championship. on qualified low with a ination will start Saturn, Sept. 9. The pairings

vs. B. O. Brand. vs. F. E. Johnson. e vs. C. McNanly. nn vs. E. B. Low. I vs. A. McCaffrey. vs. H. Witten. on vs. W. J. McNanly. vs. James Peck,

LUTHERAN

Suhr, pastor. pol at 9:45. vice at 10:45. Aid meets this after ay) at the assembly nna Ohlwein will enter

nillions of people in this think that President oblems would be all ould only take their adey offer free of charge, seem to think that the o destroy aff the propan life it can for four en not suffer any

NOTICE

ce is hereby given that mg of the members of rvice of Highland Park t 380 Central avenue on Tuesday, Septema t eight o'clock p. m. ction of the Board of aporarily discontinuing and leasing the quaroccupied by said Come

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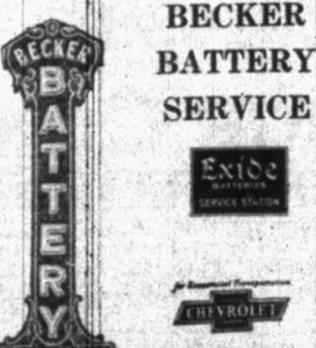
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Using Common Sense

If the merchants in our midst advertised in the newspapers of some distant big city that the residents of that place could save through trading, in person or by mail, here, you would say it was not good sense.

You would consider that these out-of-town shoppers would have to spend money and time in making the trip; or would buy "blind" if they ordered by mail.

At that, these shoppers probably could buy cheaper from our merchants whose costs of doing business are smaller. And yet it is no more foolish than for the people of

this community to believe that they can buy cheaper by going to the expense of a trip elsewhere, or by buying by mail, goods which they have never seen. COMMON SENSE SHOULD POINT THE ECONOMY

Paying Overhead in Big Cities

When You Shop Away From Home You Are Contributing to Big Display Expenses

HUGE SHOPPING COSTS

How much does 2 and 2 make? Figuring the advantages of buying from our merchants is as simple as that. It is a question of elementary arithmetic. When an outside merchant begins talking "quantity buying" and "quantity selling" he is trying to confuse you with high-sounding terms so as to make you lose sight of the fundamental issue. All you have to do in that case is to get out pencil and paper to

bring him down to brass tacks. What do they show us? Figures are bound to tell the truth. Big Town is 100 miles from our community on the main line of the railroad. Other things being equal, the largest store in Big Town can save its customers more money than the smallest store, and on the grounds urged by our Big Town merchant "quantity buying" and "quantity selling." Just how this comes about is obvious-lower freights, cash discounts, bigger assortments, lower prices, quick turn-over, smaller overhead in proportion to each article and so on.

THE BIG TOWN IDEA Our merchants can argue in the same fashion, and it is just as true here as it is in Big Town. Both are right - the merchant in Big Town, so far as his customers in Big Town are concerned, and the merchant in our community so far as his customers in our neighborhood are con-

But the merchant in Big Town can't extend his territory to include our neighborhood in this promise of benefits that come to customers from buying at this store. What would you say if our community merchants inserted advertisements in the Big Town papers 100 miles away and promised to save money to the people there if they passed by their own merchants, took the train for our community and bought of the merchants here? You would call them fools, if you did'nt use stronger language.

Yet the case isn't so much different the other way 'round. Let's get down to figures:

BIG CITY SHOPPING COSTS Mrs. Jones goes to Big Town for a day's shopping. The fare, back and forth, at 3 cents a mile is \$6. A half day is consumed on the cars, more if the trip is made by trolley. How much this amounts to depends on what her day is worth to her in dollars and cents. If the train goes in the morning and she comes back at night, there is only luncheon to figure into the bill, say \$1. If the train goes in the afternoon and comes back the following forenoon, there must be added dinner at night, a bed at the hotel and breakfast next morning, aggregating \$3 at least. If she goes to the theatre that night, there is at least another \$1 to add into her "overhead" for the trip.

Not a single article has been figured in, and all this expense has been incurred. Therefore, to make the trip worth while at all, she must buy large bill of goods. The average family is not in a position to do its buying on this basis. You and I can't stock up on winter suits and dresses this summer or summer suits when it is winter. If we have what we need to wear, and just a little bit more, we consider ourselves lucky. But the trip to Big Town means just that sort of buying "spree." We buy more than we need. We tie up money that might well be earning us interest in the neighborhood Bank. The things are out of style before we wear them out, and we go around in them knowing we are a "sight" before our more sensible neighbors, or else we give them to the first tramp that begs at our back door.

"BARGAIN COUNTER" LURE Furthermore, this kind of buyer is also the victim of the bargain counter." The very words are a lie. Such goods are cheap for the very good reason that the Big Town merchant wants to get rid of them at any cost. They may be shelf-worn, or out of season, or what not, in which case they would be high at any

After you get back home, if you are dissatisfied with some of your purchases, you can't exchange them, because the cost of another trip makes that prohibitive.

If you have come from such a trip recently, price the things you bought in Big Town at your neighborhood stores and strike a balance on the profits and losses of the trip. That will convince you beyond argument as to why you should buy of the home merchant. MAIL ORDERS DISAPPOINT

If you have just received a bill of goods from a mail-order store, subject it to the same acid test. Figure your money order fee, your jostage, your freight and express charges, insurance and the time you wasted. Then take into account breakage, shortage and re-order. But, most important of all, the illustration and description in the catalogue, except in the case of a few staple and standard articles, led you to expect better goods, and you are disappointed. You keep them under protest, or you exchange them and incur further expenditure.

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