

# Buy in this Community

"Home of Nationally Known Goods"  
Hart Schaffner & Marx Clothes  
Wilson Bros. Furnishings  
Spaulding Athletic Goods  
Jantzen Sweaters  
Stetson Hats

**S. FELL**  
The Store with Guaranteed Merchandise  
13 S. St. Johns Ave.  
Phone 307

**NASH**

**Lake Shore Motors Co.**  
Four and Six Cylinder Cars  
55 So. St. Johns Avenue  
Phone 115  
Willis Sainte Claire  
Eight Cylinder Cars

A. G. McPherson  
**DODGE BROTHERS**  
MOTOR  
VEHICLES  
Highland Park

Staple and Fancy Groceries  
Fruits & Vegetables  
**GEORGE F. BOCK**  
514 Central Ave. Phone 240  
"We Make Our Own Deliveries"

**EARL W. GSELL & CO.**  
PHARMACISTS  
Kodaks  
Whitman's Candies  
Prescriptions  
Phone 23

High Grade Work. Lettering and Monograms  
**JAMES COLLINS**  
AUTO PAINTER  
25 N. St. Johns Ave. Tel. 542

M. A. Ernst  
**MILLINER**  
4 Sheridan Road  
Phone 313

**JAMES BOWDEN & SON**  
Dealer in All Kinds of  
Fresh, Salt and Smoked Meats  
9 South St. Johns Avenue  
Market Phones: 467 and 468  
Residence Phone 783-M

Eye Strain and Headaches Relieved  
**I. H. NEMEROFF**  
Eye Sight Specialist  
Watches, Diamonds and Jewelry  
At Samuel Levin's Jewelry Store  
392 Central Ave.  
PHONE 630

Quality Drugs Prompt Service  
**Sweetland's**  
PHARMACY  
MELVIN D. SWEETLAND, R.Ph. G.  
Central Ave. & 2nd St. Phone 200

**SPRINGER & PERSON**  
Authorized Dealers  
**Ford**  
SALES AND SERVICE  
Cor. St. Johns and Park Avenues  
Phones 164 and 1603

LINCOLN Automobiles FORDSON Tractors

Florsheim Shoes Queen Quality Shoes  
**FELL BROS.' SHOES**  
SMART STYLES PERFECT FIT  
RIGHT PRICES  
Fell Bros.  
Highland Park's Leading Boot Shop  
509 Central Ave. Phone 456

**ROBERT W. PEASE**  
PHARMACIST  
Retail Store  
The Best in Drug Store Goods  
The Best in Drug Store Service  
Opp. N. W. Depot  
Phone 144

A Busy Bakery in a Growing Community  
Full Line of BAKERY GOODS  
Special Orders Filled Promptly  
**CHRIST'S HOME**  
BAKERY  
20 N. First St. Phone 193

New and Second-Hand Furniture  
Trunks and Bags Furniture Polish  
Phones: Office 633; Residence 1666  
**T. S. DUFFY FURNITURE CO.**  
EVERYTHING FOR A HOME  
PIANOS - VICTROLAS  
A Full Line of Simmons Beds and Mattresses  
520 Central Ave.

Phones: 475-476-477  
**C. M. KEIL**  
FANCY GROCERIES and  
VEGETABLES  
All Orders Given Prompt Delivery  
Attention  
6 So. First St.

**LARSON BROS.**  
GARAGE & MOTOR TAXI SERVICE  
Automobiles Stored and Repaired  
Accessories  
First Street and Laurel Avenue  
Opp. C. & N. W. Depot  
Phones: 1234 and 1235

Phoenix Hosiery, Gossard Corsets, Man-  
hattan Shirts, Dove Underwear  
Athena Underwear, Sunlight  
Yarns  
Arrow and Van Heusen Collars  
**GARNETT'S**  
Highland Park Lake Forest  
Phone 110 Phone 881

This Will Be a Greater  
**STUDEBAKER**  
YEAR  
**THE J. & L. GARAGE**  
125 N. St. Johns Ave.  
Phone 388

**The BLACK CAT**  
ICE CREAM SHOPPE  
LIGHT LUNCHES  
Home-made Bread Sandwiches  
Home-made Cake  
Special Lunches prepared for card parties,  
motor tourists and picnic outings  
Cor. St. Johns and Laurel Avenues  
Phone 249

**BECKER**  
BATTERY  
SERVICE  
AGENCY  
All Makes of Batteries and  
Electrical Systems  
Repaired  
15 North St. Johns Avenue  
Phone 31

"A Real Neighborhood Store"  
**Moraine Delicatessen**  
D. A. AYNLEY  
GROCERIES  
Ice Cream Candy Cigars  
Fruits and Vegetables  
1060 N. Green Bay Road  
Phone 1024

**FULSANG & ROTH**  
Painters and Decorators  
OUR SPECIALTY  
Hanging of Canvas, Lin-o-Wall  
and Sanitas  
102 N. First St. Phone 686

"We Deliver Phone Orders"  
**P. J. LENCIONI**  
GROCERIES  
Fruits and Vegetables  
Corner Green Bay Road and  
Homewood Avenue  
Phone Highland Park 151-0

**SWAN ELECTRIC CO.**  
Electrical Contractors  
Estimates Furnished Free  
EXPERT ELECTRICIANS  
Best Grade of Fixtures  
651 Michigan Ave.  
Phone Highland Park 1336

**Highland Park State Bank**  
Capital and Surplus \$250,000  
For 22 Years The Dependable,  
Courteous, Home Bank

L. Stanger A. Klemp  
Phone 1535 Deerfield 274-R  
**Automotive Repair Service**  
REPAIRING AND OVERHAULING  
Oils, Gas, Grease Towing & Washing  
136 N. First Street  
Phone 612

**THE GREEN TEA POT**  
Home Baked Goods: Picnic Lunches  
Supplied: Outside Catering for Parties  
10 N. Sheridan Road Phone 1617

Fancy Fruits Fresh Vegetables  
**H. T. BAKKE**  
PURE FOOD PRODUCTS  
14 N. Sheridan Road  
Phone 460

**The Reliable Laundry**  
Launderers, Dry Cleaners  
and Dyers  
Established 1899  
Wet Wash, Rough Dry, Dry Cleaning  
Finished Family Service  
Main Office and Plant  
618 N. Green Bay Rd., Highland Park  
Phone Highland Park 178

It's Not a Home  
Until It's Planted  
**RAVINA NURSERIES**  
Phones 36-58

**NORTHWESTERN CAFE**  
Nick Klafetas Prop.  
Cleanliness - Quality  
Service  
5 So. St. Johns Ave.  
Phone 948  
Opposite N. W. R. R. Station

T. J. Peters J. A. Peters  
Res. Phone Res. Phone  
H. P. 521-J H. P. 769-W  
**THE CENTRAL TIRE CO.**  
Phone Highland Park 1260  
Distributors of Kelly Springfield and  
Goedrich Silvertown Pneumatics and  
Solid Tires.  
8 NO. SHERIDAN ROAD

J. F. Stoffen, Prop. A. G. Haak, Mgr.  
**Auto Supply, Tire &  
Vulcanizing Co.**  
(Not Incorporated)  
MOTOR OILS GASOLINE  
BICYCLE REPAIRING  
522 Central Avenue  
Phones: Store, 350; Residence, 391

Phone 65  
**FRANK SILJESTROM**  
Ice and Coal  
Elm Place and First St.

**NELSON'S**  
AUTO REPAIR SHOP  
H. R. Nelson, Prop.  
Motor Oils and Gasoline  
Repairing and Towing  
ACCESSORIES  
We Specialize on Installation of  
APEX INNERINGS  
Green Bay Road and Elm Place  
Phone 1597

Photograph Sales and Service  
Piano Tuning and all makes of  
Talking Machines Repaired  
POPULAR SHEET MUSIC  
**PRATT'S UNITED**  
39 South St. Johns Avenue  
Phones 1103-1260

Have You Seen The  
Single Eight Packard  
**GEORGE H. KOON**  
106 S. First St.  
Phone 49 for demonstration

There are any number  
of things to  
**PAINT**  
Before Winter  
**BRAND BROTHERS**  
Tel. 494

A "HOME" PLACE TO EAT  
**MRS. TIPTON'S**  
HOME RESTAURANT  
We Aim to Satisfy and Please  
509 Central Ave.  
PHONE 547

FANCY GROCERIES  
with  
FRUITS AND VEGETABLES  
"Quality-Service-Price"  
**CHRIS. NIEBUHR**  
41 So. St. Johns Ave.  
Phones: 454 and 455

**HERMAN'S TIN SHOP**  
FURNACES  
PHONE 555

**Central Battery Station**  
Storage Batteries Recharged &  
Repaired  
Rented and Renewed  
**Willard Service Station**  
522 Central Avenue  
Phone 266

**PAUL BORCHARDT**  
Coke, Wood, Feed, Building  
Material and  
COAL  
Don't be disappointed again.  
Order your Coal Now!  
230 N. St. Johns  
General Teaming Phone 67

Watch the Ever-increasing  
Arrival of New Goods  
**Highland Park Gift Shop**  
Exquisite Sterling Silver suit-  
able for gifts  
B. W. Sachs Prop.  
398 Central Avenue  
Telephone 1872

Overland Willys-Knight  
Paige and Jewett  
**FRANCIS L. WOOLLEY**  
SALES ROOM AND  
SERVICE STATION  
358 Central Ave. Phone 237

Phone 27-071  
**MUTUAL**  
COAL CO.  
Coal, Feed  
Building  
Material  
BEST VALUES

## 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 OF BUYING AT HOME.

## 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. Figures are bound to tell the truth. What do they show us? 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 concerned. 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 didn't use stronger language. 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 a 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 price. 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 postage, 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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Day the club members  
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vs. B. O. Brand;  
vs. F. E. Johnson;  
e vs. C. McNanly;  
n vs. E. B. Low;  
d vs. A. McCaffrey;  
vs. H. Witten;  
on vs. W. J. McNanly;  
vs. James Peck.

**LUTHERAN**  
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NOTICE  
is hereby given that  
ing of the members of  
vice of Highland Park  
t 380 Central avenue,  
on Tuesday, Septem-  
at eight o'clock p. m.,  
ction of the Board of  
specially discontinuing  
and leasing the quar-  
occupied by said Com-

McBean, President,  
Larson, Secretary.