

# 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



**Lake Shore Motors Co.**  
Four and Six Cylinder Cars  
55 So. St. Johns Avenue  
Phone 113  
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 639

Quality Drugs Prompt Service

**Sweetland's**  
**PHARMACY**  
MELVIN D. SWEETLAND, R.Ph. 'C.  
Central Ave. & 2nd St. Phone 200

**SPRINGER & PERSON**  
Authorized Dealers  
**Ford**  
THE UNIVERSAL CAR  
SALES AND SERVICE  
Cor. St. Johns and Park Avenues  
Phones 164 and 1643  
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 638; Residence 1466

**T. S. Duffy Furniture Co.**  
EVERYTHING FOR A HOME  
PIANOS — VICTROLAS  
A Full Line of Simmons Beds and Mattresses  
534 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, Manhattan Shirts, Dove Underminettes  
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  
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 1624

**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

## The Bargain Bait

The bargain bait has lured many to spend money foolishly. The big city store advertises "rare bargains." The housewife, eager to save, spends time and money to make a shopping trip. She buys the "bargains"—and then buys other things at higher prices, and the bargain bait has served its purpose. There is no bargain in such buying. You pay more—but you get no more. And mostly you get less. If you ever buy bargains this way, check up the cost of the merchants of your neighborhood and see how much you could have saved by spending in your own community trade mart. YOU SAVE WHEN YOU BUY IN YOUR OWN NEIGHBORHOOD.

## "Camouflage" on City Merchandise

Community Merchants Not Required to Pay High Advertising Prices and Staggering Overhead

### PAYING CITY STYLE

"Camouflage" is one of the expressive words handed down to us by the war, but it exactly fits a similar practice in our peace-time pursuits. We refer here to the so-called "bargain" of the big merchant, advertised for the benefit of the shopper, behind which the merchant screens his true purposes. It is not his real aim to sell the man or the woman a bill of goods at less cost than that same bill can be bought at the former's home merchant; his aim is to use the specially-priced articles as a bait, and then sell him other goods once he has the visitor in the store—at such prices as will yield sufficient profit not only to cover the latter but to bring a good return also on the under-priced article. It cannot be denied that in many cases this "bargain" is cheaper than the same article can be bought for in the neighborhood store. And the merchant, in arguing with the shopper, makes much of this point. But do not let that mislead you. If you will give the matter a little thought, you will find that in rare instances it is a staple article that is thus under-priced, and even if it were the situation would not be greatly changed. In the end, you pay well for it just the same. The neighborhood merchant will be the first to admit that he cannot meet the price at which such "bargains" are offered and still make the reasonable profit to which he is entitled by his investment. But bring your receipted bills to him after your return from the city shopping-expedition, and he will show you how he could have saved you money by striking an average of more reasonable prices all the way down your list.

### HELPING OTHER MERCHANTS

"Bargains" are often called the miracle-makers of business, for they bring trade where there was no trade before. This were a true miracle indeed, in a dull season; but like many of our modern miracles, they are often hoaxes. Your community merchants do not resort to methods of this kind. Business with them is based on the sound economic principle of supply and demand. You buy goods only when you need them, so that when you do buy, what you buy fills a want for you. That is true merchandising service. In that way, and in no other way, do you get the full value for your money. "Bargains" thus become a stimulant in business that is sure to be succeeded by a reaction, and the healthy business life of a community like ours wants none of it. In the preceding article we emphasized the heavy overhead that the big city merchant has to meet. If you remember that you have to pay your share of this total of his fixed charges every time you visit his establishment, all will be well with you, for you will compare his range of prices with those of your neighborhood merchant and you will buy only those few things that are under-priced—if you buy at all. Desirable business locations are double and triple in value because of the competition for their possession. High value means high taxes. The downtown congestion means greater fire hazard, with the resultant increase in insurance. You help to pay for the style and pomp displayed, and for the employment of many superfluous clerks and attendants—which in no sense add to the value of your goods. Even more, however, is the buyer singled out by the city mail-order house. This kind of buying is what the boy with the broken-bladed jackknife, in an effort to awaken our sportsmanship, so that he can foist his useless article upon us, calls "unsight-unseen." We have all been "stung" in that way.

### UNCLE SAM AS SALESMAN

These mail-order establishments have no salesmen at all. They make use of Uncle Sam's postman. Profits are enormous. You buy on faith, and you pay the penalty. What can you tell about a certain grade of woollens for a suit unless you can feel them between your fingers? Or about a certain brand of tea bearing a number or letter? Each such concern has its own private brands, and there is no standardization so that you can tell in advance what you are buying. When the goods arrive, you find they are of a poorer grade than you had reason to expect from the price, but by that time you have paid money-order fees, postage and transportation charges, as well as having lost considerable time waiting for the shipment to arrive, and there is nothing for you to do but make the best of it. These losses and disappointments you spare yourself when you visit your neighborhood store, pick what you want and pay a reasonable price for it, free of the big overhead.

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

L. Stanger A. Klomp  
Phone 1535 Duerrfeld 174-B

**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 1417

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**  
Phone 34-53

**NORTHWESTERN CAFE**  
Nick Klufetos 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  
L. F. 621-J H. F. 769-W

**THE CENTRAL TIRE CO.**  
Phone Highland Park 1200  
Distributors of Kelly Springfield and Goodrich Silvertown Pneumatics and Solid Tires.  
8 NO. SHERIDAN ROAD

J. F. Steffen, 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**  
29 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

**WINDOW**  
**SHADES**  
**BRAND**  
**BROTHERS**  
Central Ave. Tel. 949

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 suitable for gifts  
B. W. Sachs Prop.  
368 Central Avenue  
Telephone 1872

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

Phone 27-272  
**MUTUAL**  
**COAL CO.**  
Coal, Feed  
Building  
Material  
**BEST VALUES**