

Buy in this Community

D. FRITSCH
Artist
State Bank
P. 275

Jobbing a
Specialty

HWALBACH
Center and
Filder
Contracting
Installer of
Feather Strips
ra Avenue
ND PARK

Writing
Installed
Repaired
and Installed
Wiring Electrical

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BUSINESS

L. BREWER
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Highland Park

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SCIENCE
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Room'
9 a.m. to 6
4 p.m. for

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HARZ
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street
193

"Home of Nationally Known Goods"
Hart Schaffner & Marx Clothing
Wilson Bros. Furnishings
Spanking Athletic Goods
Jantzen Swaters
Stetson Hats
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Phone 307



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Eight Cylinders Cars

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VEHICLES
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Kodaks
Whitman's Candies
Prescriptions
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We specialize on Installation of
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Cor. St. Johns and Park Avenues
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SMART STYLES PERFECT FIT
RIGHT PRICES
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Special Orders Filled Promptly
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BAKERY
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All Orders Given Prompt Delivery
Attention
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Athena Underwear, Sunlight
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Arrow and Van Heusen Collars
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Highland Park Lake Forest
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YEAR
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LIGHT LUNCHES
Home-made Bread Sandwiches Home-made Cake
Special Lunches prepared for card parties,
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GROCERIES
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Single Eight Packard
GEORGE H. KOON
106 S. First St.
Phone 49 for demonstration

Community Loyalty

Loyalty to the community means everything. It is the essential factor to community growth and development. Merchants who operate in the community and spend their money elsewhere are not deserving of your support. Merchants who sell you in the community and invest in your community are the ones you should rally behind. It is a requisite of loyalty to support the men and institutions who support our community. Trade at home whenever it is at all possible. But when you do trade in the community, patronize the merchant who is doing things for your community and not confining his efforts solely and selfishly to his own interests. Give your support to those who labor with and contribute to all forces for the commercial progress and moral betterment of our neighborhood. REMEMBER: LOYALTY MEANS EVERYTHING TO OUR COMMUNITY.

Loyalty Becomes Community Asset

Patronize Merchants Who Are Unselfish and Assist in Movement Which Makes For Growing and Greater Neighborhood. DESERVING PATRONAGE

Did you ever consider what loyalty means to a community? Did you ever ask yourself the question and at the same time be fair and answer it to fully satisfy your own conscience? Are you convinced in your own mind that you are loyal to your neighbors and your neighborhood merchants? In order for the continued growth of a certain community, it is necessary to have in that community one hundred per cent loyalty on the part of the business interests and residents. Putting the question to a merchant, he may say that loyalty is trading at home—eliminating the mail order house and buying from the neighborhood store exclusively. The same question put to a doctor may get the response that real loyalty is calling a community physician; to a lawyer, the appeal would be to patronize the home lawyer; the publisher may say that loyalty finds reflection in patronizing his printing plant and having all printing done at home, and at the same time, advertise exclusively in his publication instead of through other channels, which he is so thoroughly convinced are not as effective. And the dentist would surely say: "To prove your loyalty, let me do your dental work."

DISTURBING ELEMENT
These are, indeed, requirements for loyalty to a community, but there is still an element that does not enter into what we have been calling attention to. It is much larger than most people comprehend. For example, here is a profession, or business man, or firm, as the case may be, operating in our community. He or they do not belong to, or contribute to any organization for the progress of this community and neighborhood. THEY MAKE MONEY HERE TO INVEST ELSEWHERE. They are leeches on the community, pure and simple, sapping the community's vitality and offering very little or nothing in return. Is it loyalty to the community to patronize such men or firms? Do you consider it loyalty to assist the greedy person whose every effort is expended in sapping or devouring our community?

REQUISITE OF LOYALTY
We should remember that it is a requisite of loyalty to support the men and business institutions who support our community and neighborhood, providing of course, their business is honorable and that they themselves are law-abiding citizens. To be more explicit, the citizen who sits back and takes in the coin and gives nothing or does nothing towards building up our community, from which he makes it, is not a good citizen and he real loyalty on the part of the public here would demand that he be given a good rest cure until he wakes up and becomes a real booster, or else vacates his place and gives an opportunity for a live man who realizes he owes something to the community in which he lives and makes a livelihood. As Thomas Gibbons wrote: That man may last, but never lives; Who much receives, but nothing gives; Whom none can love, whom none can thank—Creation's blot, Creation's blank.

When it is possible, trade at home or buy it in your community, but when you do this trading and buying, keep uppermost in mind to patronize the merchant who is doing things for our community and not confining his efforts solely and selfishly to his own interests. In other words, give your support to those who labor with and contribute to all forces for the commercial progress and moral betterment of our community. Then why should loyal citizens patronize persons or firms who do nothing for the community? Our particular neighborhood is just what we make it and co-operation is entirely essential upon the part of those who live here, if we are to make the proper progressive stride in this great country of ours. Away with the community leeches; let us have one hundred per cent loyalty in our community!

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Supplied: Outside Catering for Parties
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OUR SPECIALTY
Hanging of Canvas, Lin-o-Wall and Sanitas
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