

NORTH SHORE LINE



Why The North Shore Line

won the first CHAS. A. COFFIN MEDAL

at the Convention of the American Electric Railway Association, October 11, 1923, Atlantic City, N. J.

6- Because of particular success in conducting a safety program, and actually reducing the number and seriousness of accidents.

"In fostering greater safety in operation, this company has succeeded in reducing injury and damage claims to 1.82 per cent of the gross. The record was one accident per 16,081 car-miles in 1922. Lectures, safety meetings, safety recommendations, "Safety First Car" and first aid drill teams are part of the company's notable safety work."

From Report of Committee on Award

CHICAGO NORTH SHORE and MILWAUKEE RAILROAD COMPANY

Highland Park Ticket Office Telephone 140

Annual \$2 Down Sale

During the month of January, a small payment of \$2.00 will put any of the following appliances into your home:

- Cabinet Gas Ranges
- Tank Water Heaters
- Combination Gas Coal Ranges
- Clothes Dryers
- Washing Machines
- Ironing Machines
- Fireplace Heaters
- Portable Heaters
- Garage Heaters

12 Months to Pay. Discount for Cash

This small cash payment down brings these much desired household appliances within reach of everyone.

NORTH SHORE GAS CO.

Phone Lake Forest One

STATE EXPERT IN HINTS TO CLERKS

GOOD ADVICE IS OFFERED

Tells How Prospective Buyers May Be Interested; Helping To Increase Sales By Tactful Aid

"The real sales person is the one who can convert a holiday 'looker' into a satisfied buyer," according to Prof. F. A. Russell, who is in charge of the courses of salesmanship at the University of Illinois. He sees in the next few weeks an unusual opportunity for the store clerk to demonstrate his salesmanship ability and offers three suggestions to him.

"As one of the 'lookers,' I want in the first place, the salesman to approach in an infelicitous way and not to frighten me off by asking me if I want to buy the article at which I am looking," says Prof. Russell. "I want him to watch his opportunity to talk about the article and not to mention the idea of a sale."

Cites Special Case
"For instance, if I am standing in front of the tie counter, he will comment upon the popularity of silk ties this fall after the vogue of knit ties, and remark that the patterns of the silk ties are unusually attractive. Following this casual conversation he will display the ties and make his sales talk."

"In the second place as a 'looker,' I want the sales person to adopt a helpful attitude—to make my shopping problem his for the time being. If I am making a selection for 'Aunt Sally' in upper Michigan, I want him to learn from me that she lives on a farm and other facts of interest about her. After I have given him those facts, I want him to suggest suitable gifts."

Mental Feature
"In the third place, if I do not buy, the wise sales person will see that I leave his department with a vivid mental picture of two or three articles in his stock that seem most suited to my taste and needs, rather than a jumbled idea of all the goods."

"Unconsciously I shall compare all the similar articles I see later with those he has shown me. Chances are that concentration of his sales effort on those few articles will make me a buyer."

Continuing, Prof. Russell asks: "What are the common faults of sales people?"

"A large department store in the middle west recently sent out questionnaires to several hundreds of its former customers to learn why they had quit trading at that store."

Why They Quit

Indifference	26
Errors in service	10
Forcing of substitutes	10
Tricky methods	10
Overinsistence	8
Discourtesy	7
Delay in getting attention	7
Miscellaneous criticism of clerks	7
Slow deliveries	8
Other objections to store's policy (inferior goods, disorderly stocks, etc.)	8
Total	109

"In other words, eighty-four dissatisfied customers out of every 100 blamed the sales people and only 16 per cent the store policy."

NUTRITION COUNCIL URGED FOR U. S.

The establishment of a nutrition council in the United States Department of Agriculture and in the land-grant colleges of the states chiefly concerned was one of the principal recommendations of the nutrition committee in the recent Fort Collins extension conference on range management, dairy improvement, and human nutrition in 11 western states. According to Dr. Louise Stanley, who was one of the representatives of the department at the conference, the committee was impressed with the need for more research in nutrition on the part of the government.

Reports from the nutrition specialists in these states seem to indicate that in many cases the dietary habits were such as result in malnutrition among the children and lowered physical efficiency among the adults. This was partly explained by the less varied production in these states and to poor distribution of that available. To remedy this condition the committee found it was necessary to have a more detailed study made of the nutritive value of the foods produced in this region in order to furnish a basis for the provision of a home food budget.

Additional study, on the part of the department is needed to give advice as to how the food production in this region can be adapted more nearly to the family needs. Better utilization of that already available and provision of market facilities will also help the situation. Other measures which need to be encouraged are more home gardens; meat preservation by canning, drying, and curing; study of the milk supply and education in the use of milk in all forms; promotion of the farm poultry flock; utilization of a larger percentage of whole-grain products in the diet; and the encouragement of local milling of whole-grain flour and breakfast foods where feasible.

CHRISTIAN LEISURE CIVILIZATION NEED

USE SPARE TIME BETTER

Professor in Radio Talk Says High Time for Americans to Understand Value of Play Hours

Maintaining that "there can be no Christian civilization without the Christianization of leisure," Prof. Norman E. Richardson, professor of religious education at Northwestern University, in a talk last week said it is high time for Americans to analyze just what our people are doing with their spare time. Prof. Richardson while saying this is a day of super-luxuries, also indicted most of the people of the United States on the following counts:

Huge Sums Spent
"For the year 1919, it is estimated that the total of money spent for super-luxuries," said Dr. Richardson, "reached the enormous total of \$11,000,000,000. Approximately one-third of the present labor power of our country is lost in this production. The famous international horse-race between Papyrus and Zev netted the backers of the match a \$500,000 gate. The hotels of New York are now reported to be over-crowded and the most expensive quarters are in the greatest demand. The more exclusive and expensive of the shops appear to be doing the greatest volume of business. It is also reported that the lower priced garments, hats, and other articles of feminine apparel are almost drugs on the market."

Prize Fight Gate
"A recent prize-fight drew a gate of \$1,250,000 and the baseball world series a short time ago showed receipts of a million more. Real estate agents in New York say that new apartment houses that charge \$6,000 to \$10,000 a year for four to six rooms are the first to fill up. The total national income of 1919 was \$61,000,000,000 but in 1920 the people of the United States expended for cosmetics, perfumes, and face powder an amount equal to fifty per cent more than the total permanent endowment of all private colleges and universities of the country. The motion picture business is the fifth largest industry in the country with annual receipts mounting toward the billion dollar mark, or approximately ten times the amount of the total current expenses of all the churches in the country."

No Need of Poverty
"The amount of money available for super-luxuries and recreation now constitutes one of our present civilization. There is no need of poverty in America if our American system of education could only establish a moderate degree of universal efficiency. The vast amount of wealth which our American civilization has created constitutes one of the most potent arguments in favor of the moral training of our American boys and girls. The question may well be asked, is it fair to put into the hands of our boys and girls such vast wealth and power without giving them a correspondingly superb training in thrift? Money is accumulated service. To possess it is to increase one's possibility of rendering service. If the service motive could become the dominating passion of the coming generation and the surplus wealth of the country turned into social betterment channels, only the most brilliant imagination can picture what the results would be."

CLEAR COURT HOUSE OF WEDDING "AIDES"

Taxi Drivers and Marriage Hustlers Barred from County Building

Taxi drivers and marriage license hustlers were given a jolt by Sheriff Ed Ahlstrom last week, when he ordered his deputies to "kick 'em out of the county building and off the square" if they were caught trying to ply their trade in the county building.

He explained his action by stating that in the past few months the taxi drivers and marriage hustlers had taken over the county building to work their sideline of grabbing off couples from other cities and bleeding them for money by showing them the way through the marriage mill. County officials seem pleased with his step as the corridor and offices have been jammed recently with taxi men.

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