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GASOLINE MENACE IS DUE TO NEGLECT
TOO MANY RISKS TAKEN

Familiarity Breeds Contempt in Mind of Motorist and Too Often Accidents Are The Result
Warning motorists that gasoline is now a greater hazard because it is less feared, the American Automobile Association has issued a bulletin of a drive on what is termed "contemptuous carelessness."
Because "nothing happens," the bulletin states, the average motorist reaches the hazardous conclusion that "nothing will happen," and as a consequence he lets down on precaution and actually encourages trouble.
Is Very Dangerous
"Gasoline is much more dangerous to the motorist than it ever was," the A.A.A. paper explains, "for the simple reason that the majority of motorists take undue liberties with it. The story got out that gasoline is less volatile, and from this the motorist seems to have reached the conclusion that he can be reckless with gasoline and still be safe."
This explanation is said to dovetail with the experience of the leading insurance companies writing automobile fire coverage. While the companies formerly, it is stated, the losses by fire are still excessive and still far beyond the conception of the average motorist.
"We are out to forestall the sort of carelessness that develops from contempt," declares Thomas P. Henry, president of the American Automobile Association. "When a motorist reaches the point where a danger no longer looks like one to him he has reached the danger line. Knowledge of the facts is the only thing that will keep him on the safe side."
Deliberately Careless
"Investigation of accident causes has developed the fact that many drivers are deliberately careless in the belief that so long as the other fellow has good brakes there's nothing to worry about. This same reasoning—or lack of reasoning—applies particularly to the matter of gasoline hazard."
"It has come to the attention of the A.A.A. that one motorist actually went so far as to light a match when seated in a Ford sedan in order to read the number of gallons of gas in the tank as indicated on a measuring rod. Nothing happened, but that is just the trouble. This motorist will take further liberties next time. And that will be the end."
"A very large percentage of automobile mechanics now smoke while working on cars, even when tinkering with carburetors and vacuum tanks. Motorists see this and conclude that gasoline has ceased being dangerous. Because nothing happens they acquire a certain contempt for its known hazards. It isn't long before they apply the straw that breaks the camel's back."

Equals Dynamite
According to the bulletin the vapor from a gallon of gasoline when mixed with a right proportion of air, produces a hazard equal to 85 pounds of dynamite. Because this vapor does not always develop when gasoline is exposed, it is pointed out, a lot of tricks can be done with the gas tank without any immediate results. What happens, however, is that the full hazard invariably asserts itself when the motorist treats gasoline with the greatest contempt.
The A.A.A. contends that contempt is the worst form of carelessness and that if motorists were as precautions as in the old days hundreds of lives would be saved annually.

TELEPHONE CALLS IN VARIOUS LANDS
"Are you there?" says the Englishman when he answers the ring of his telephone, and presumably if you are not, then you don't talk.
However, the more familiar hello is used to some extent throughout the British Isles, while on the continent it is seldom used at all. The nearest approach to it perhaps is the "Hallo" of the Frenchman. In Germany, Switzerland and several other countries, when a person answers the phone he simply says "Mr. . . ." giving his own name. This follows the practice being encouraged in this country.
If you are in Japan and hear the term "Moshi moshi," don't be startled. It sounds like a popular drink, but it isn't. It is simply the Japanese way of saying "hello" over the telephone.
In Spain the telephone salutation of the subscriber is "Oiga" meaning "I hear," to which the operator responds, "Diga," which means "I say." The Italian, when called by the telephone, grasps the receiver in his hand and shouts "Pronto" over the wire, while in Sweden the usual salutation is "Hallo."

PUBLIC UTILITIES COMMUNITY ASSET
ADVERTISING MAN HOLDS

Interesting Address on Subject By R. L. Thompson Before Cleveland-Des Moines Club Meeting
That no community can prosper without prosperous electric light and power, gas, telephones and transportation utilities was the recent assertion of Philip L. Thompson, president of the Association of National Advertisers, in a speech delivered before the Cleveland and Des Moines Advertising Clubs.
Taking as his topic, "You and Your Public Utilities," he called attention to the fact that even if a person happens not to be one of the 3,000,000 to 4,000,000 Americans holding electric light, gas, telephone, street railway or railway securities, still he is an indirect owner of an interest in this group.
Everyone a Part-Owner
"If you don't happen to be among the three or four million," he said, "then you are at least a depositor in a savings bank and the holder of a life or fire insurance policy; and these institutions—the savings bank and the insurance companies—have put some of the money you pay them as premiums into the stocks and bonds of the great public utilities which serve you with light, power, communication and transportation. So you have a personal interest to see that these utilities prosper to such a degree that your money invested in them is safe and earns a fair return."
"Manufacturers fear to locate factories where public utility services are not ample. When they find a city where for political other considerations the utilities are not being allowed franchises and rates sufficient to enable them to earn a fair return, they turn away, because they are looking for locations where there is community harmony, where the people have learned that their interest is a mutual one with their utilities."
"During the war we had a costly experience letting the government run the railroads and the telephone and telegraph. Today we see the Shipping Board still running the merchant marine at a loss. You and I are making up this loss with taxes that we'd like to see reduced."

BATHTUBS BANNED BY LAW AT FIRST
Legislation Against Bathing Following First Use of This Facility
When, on the morning of December 20, 1842, in Cincinnati, Ohio, Adam Thompson, the maker of the first American bathtub, took the first bath in it, and the news began to spread over the country like wildfire, doctors predicted rheumatism, inflammation of the lungs, and other deadly diseases for all who should dare to imitate, the innovator.
Thompson's bathtub was made of solid mahogany, looked like a coffin and weighed a ton. He and his tub were the butt of numerous jokes. Legislation was passed against bathing. Taxes were levied against using city water for this purpose. Three years

True Public Ownership
"When we find the people in any community investing their savings in the utilities which serve them as customers with light, transportation, heat or communication, then we have true public ownership. Then, as a stockholder in your local light company, for instance, you want only a fair return for the money you have invested, and as a customer you ask only adequate service at fair rates. In other words, your interest as owner and customer is identical."
"This is an example of the satisfactory result of what I like to call Community Harmony. Fundamentally there isn't any reason why the various interests in a community cannot work together for their common good, and yet we see strife set up here and there, usually by some political agitator."
"But when labor and the employers of labor and the merchants of the Chamber of Commerce and the Rotary and Kiwanis Clubs and the public utilities and the city or county officials and the granges learn the value of sitting down around the table on a give-and-take basis, then there is no power on earth strong enough to hold back the development of that community."
A Plea for Harmony
"When, on the other hand, you wrangle among yourselves and let these politicians looking for votes set one group against the others, then some city off in the East or South or West gets the new industries that you should be getting and passes your city in prosperity and population."

after the installation of the first bathtub, Boston made bathing unlawful except upon medical advice.
Today all is changed and proper bathing is recognized as a necessary health measure. Modern hotels advertise "every room with a bath." The ban is lifted high. The daily bath has grown from a joke to a reality, and from a luxury to a necessity, and the ease with which we obtain hot water is mostly responsible.
In the old days every drop of hot water had to be boiled in a kettle or open utensil. Later, in most town houses, a boiler was attached to the kitchen range, and by means of a coal fire the water in the boiler was heated and, provided water for the bath. With this method the water took a long time to get hot, much coal was used and while the heating process was going on the oven could not be used.

TAX-FREE BONDS PILING UP DEBTS
Money Withheld From Business Because of Surtax; Give Statistics
It is contended by Secretary of the Treasury Mellon, that too much money is being withheld from business enterprises and put into tax exempt securities. The high surtax rate, he claims, has made it easy for states, counties and municipalities to sell their tax free bonds for road, school and other improvements.
As a result, according to government statistics shown by the Census Bureau, there has been a decided increase in the indebtedness of the national and state governments and counties and all other civil divisions having power to incur debt. Figures just made public show the increase in 1922 over 1912. Following is the comparison per capita:
Grand total for nation, states, counties and cities—1912, \$69.41; 1922, \$253.77.
National—1912, \$30.04; 1922, \$203.78
States—1912, \$3.58; 1922, \$3.64.
Counties—1912, \$4.33; 1922, \$13.00.
Cities—1912, \$54.27; 1922, \$70.80.

RECOGNIZE MANY VOICES BY PHONE
Philadelphia Operator Knows at Least 350 by Sound; Has Mental Index
Is a voice a better identification tag than a face?
Telephone operators say voices are more easily recognized and they ought

to know—they hear enough of them. Voices, they assert, are more personal than faces. Faces may bear resemblance, but a voice is distinctly individual.
"I find it comparatively easy to associate voices with names, although I do not recognize transient callers," says Miss Virginia Y. Robinson who has been private branch exchange operator for the Philadelphia Board of Education for more than six years. In that time she has familiarized herself with the names and voices of the entire administration staff, most of the 350 school principals and hundreds of school teachers.
"Of course if I were to meet them on the street, I should fail to recognize them," says Miss Robinson, "but I have learned to know the voices and to catalogue them mentally. If a person calls more than once and leaves his name, I usually remember both his name and his voice. If he calls again, I endeavor, of course, to call him by name."

TEST FOR GIRLS IN PRACTICAL DUTIES
Does the modern girl know as much about the practical things of cooking and keeping house as her grandmother did?
Girls in high schools in Illinois who are finishing courses in foods are being given practical tests prepared by a committee of the Illinois Home Economics association, and which are being published and recommended for use by the University of Illinois. Already more than 3,000 pupils in courses in household science have been given the examinations.
Miss Anna Belle Robinson, instructor in the department of home economics at the University of Illinois, is chairman of the committee. The purpose of the tests, she says, is to set a standard to establish the minimum essentials which should be taught, and which will at the same time serve as a definite guide to the individual teacher of the work in high schools.
The educational research department of the University is co-operating in the standardization and distribution of this test, and after the test has been given throughout the state, the department will notify the various high school home economics departments of their rankings. The public schools of the city of Chicago have already ordered 1,000 of the tests to be used in a preliminary trial.
The test is divided into fourteen parts, each one dealing with some practical phase of cooking.

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Very Best Rib Roast Beef, the lb.	40c
Best Native Pot Roast the lb.	22c
Leg Gen. Spring Lamb the lb.	37½c
Breast Veal Roast with pocket, lb.	15c
Loin Veal Roast the lb.	32c
Front Leg Veal Roast the lb.	25c
Shoulder Veal Roast the lb.	19½c

HIND ¼ GEN. 1924 SPRING LAMB, the lb.
55c

Sweet Oranges the doz.	29c
Bananas the lb.	12½c
Grape Fruit 2, 3 and 4 for	25c
Dry Apricots 2 lbs. for	38c
Large Prunes 2 lbs. for	25c
Fancy Cooking Apples 3 lbs. for	25c
Thomas Webb Coffee 3 lb. can for	\$1.35
Early June Peas 2 cans for	25c
Fancy Wis. Corn 2 cans for	25c
Solid Pack Tomatoes 2 cans for	25c
Golden Bantam Corn 2 cans for	35c

Pork Loin Roast the lb.	21½c
Pork Shoulder Roast the lb.	15½c
Fresh Spareribs the lb.	12½c
Beef Tenderloin larded, the lb.	65c
Rump Corned Beef the pound	28c
Best Elgin Creamery Butter, lb.	45c
Good Luck Oleo-margarine, 2 lbs.	53c

FOR FRIDAY ONLY
Fancy White Potatoes the peck
31c

Sliced Pineapple, No. 2 can, 3 cans	75c
Fancy Spinach the peck	45c
Fresh Tomatoes the lb.	29c
New Carrots the bunch	10c
New Beets the bunch	10c
Royal Ann Cherries No. 3 can, each	35c
Farmhouse Sweet Gerkins, the qt.	55c
Farmhouse Sweet Relish, pts, each	38c
Farmhouse Mustard Pickles, qts.	45c
Peaches, No. 3 can 3 cans for	75c
Apricots, No. 3 can 3 cans for	75c

Fresh Calves Sweet-breads, lb.	65c
Fresh Cottage Cheese the lb.	18c
Yellow Am. Cheese 3 lbs. for	\$1
Miller-Hart Bacon 3 lbs. sliced	\$1.00
Beauty Baked Beans 2 cans for	25c
Queen Olives the jar	33c
Salt Mackerel the lb.	35c
Salt Holland Herring 2 lbs. for	25c

FOR FRIDAY ONLY
Strictly Fresh Eggs, doz.
27½c

Bartlett Pears 3 cans for	75c
Strawberries 2 cans for	58c
Blackberries 2 cans for	58c
Red Raspberries 3 cans for	\$1
Black Raspberries 3 cans for	\$1
Red Pitted Cherries 3 cans for	75c
Regal Gingerale and Root-beer, 12 large bottles, net	\$1.45
Regal Gingerale and Root-beer, 12 small bottles, net	85c
Lomax Gingerale 12 bottles, net	\$1.57
Lomax Rootbeer 12 bottles, net	\$1.57

Fresh White Fish the lb.	49c
Fresh Lake Trout the lb.	40c
Fresh Herring the lb.	20c
Salmon Steak the lb.	40c
Halibut Steak the lb.	40c
Smelts the lb.	35c
Fresh Perch the lb.	30c
Gorton's Codfish the box	38c

NEW POTATOES
5 lbs. for
25c

Morand Sparkling Rootbeer, 12 large bottles	\$1.45
Morand Sparkling Gingerale, 12 large bottles	\$1.45
Morand Rootbeer and Gingerale, 12 small bottles, net	85c
Cligout Club Gingerale, 12 bottles, net	\$2.05
Beechnut Dry Gingerale, 12 bottles	\$2.05
Budweiser Near Beer, 12 bots., net	\$1.55
Green River 12 bottles net	\$2.00
Cantrell & Cochrane's Irish Gingerale, each	25c
Canadian Club Extra Dry Gingerale, each	30c
Loganberry Juice quart	69c
Grape Juice quart	55c