When There Is Plenty

f coal, and few orders for it, prices are lower than when the orders are plentiful and the coal is in greater demand.

Idleness is costly to all concerned; to business men who must pay wages and werhead, to users of coal who must pay higher prices when business comes back with the cold weather.

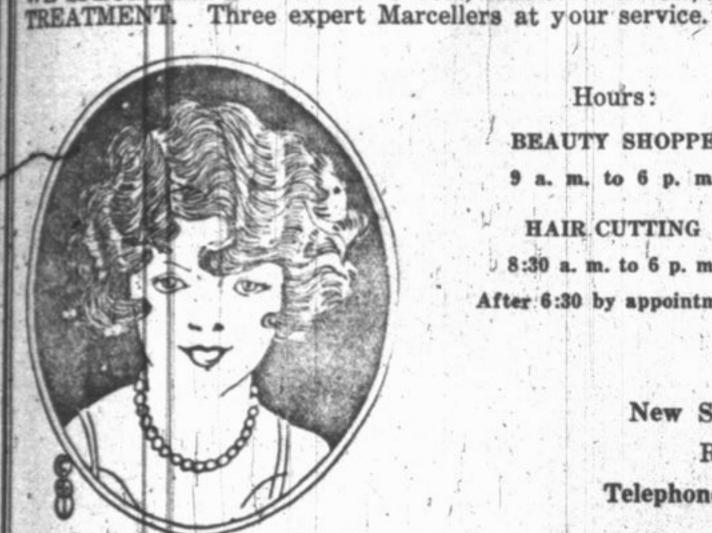
When coal is plentiful, why not take advantage of our lower prices? Get your order in now, during the late spring and early summer months at a material saving. Phone us for prices.

FRANKLIN COUNTY COAL EHIGH VALLEY ANTHRACITE BLACK SOIL & MANURE MACDOWELL COUNTY POCAHONTAS CHICAGO SOLVAY COKE BUILDING MATERIAL

148 North First Street

SILJESTROM

Marcelling, Manicuring, Water Waving, Bobbing, Shampooing and Facials WE SPECIALIZE IN HENNA PACK, HENNA RINSE, INECTO, DYEING and SCALP



Hours: BEAUTY SHOPPE HAIR CUTTING 8:30 a. m. to 6 p. m.

After 6:30 by appointment



Telephone 65

New State Bank Building Rooms 8 and 9 Telephone Highland Park 1990

D. L. MUSTRIC BEAUTY SHOPPE

"Open House" Week

June 15 to 20

See How Electricity is Distributed to Your Home.

PUBLIC SERVICE COMPANY of Northern Illinois is holding "Open House." Residents of the many communities served by the Company are all invited to visit its nearby properties.

Trip Thru Sub-station at 3 P.M. Daily

You are invited to come to the Elm Street office of the Company and be shown thru the various departments-engineering, information, accounting, etc.

See how electricity is distributed. See how accuracy of meters is maintained.

This will be a very interesting trip and one you should not miss.

PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS

Serving 6,000 square miles-219 cities and towns-) with Gas or Electricity

Wm. Guyot, District Superintendent

SALESMANSHIP HAS

OLD METHOD INADEQUATE

Seller Must Study Character and Peculiarities of His Prospect to Make Best Impression

Selling merchandise successfully year after year seldom results from the use of cut and dried methods but by an appeal to the emotions and feelings. Traveling salesmen to bring in satisfactory results these days must sell to each individual, making a "selling talk" to him based on the men's character, traits, and prejudices. working in the wholesale house from door boy up to salesman may not be gene by they are rapidly disappearing. All these reflections were made by Prof. A. J. Snow of Northwestern university in a talk on "The Application of Psychology in Business." Old Methods Pass

"It. has been discovered that it is impossible to make a great deal of headway in the selling field by the use of a cut and dried method or formula everywhere and for all time," said Dr. Snow. "We must regard each his desires, wants, ideals, emotions and feelings. Psychologists, in analysing sales have discovered that men do not sell merchandise because of an appeal to the reason of the buyer but, most of the time, because of an appeal to his emotions and feelings. They have discovered that in most transactions the appeal which actually sells the merchandise is not necessarily a logical one but it may be an insignificant point which does 'sales talks' in his attempt to sell, be- people cause they are convincing to him, has Individuals Approach

interview and during the interview in which they live. order that the appeal which is made by the salesman should reflect the beliefs and convictions of the buyer and of the salesman.

"Finally, sales phychology has called attention to the necessity of satis- SEVERELY BITTEN fying the customer, or actually meeting his needs and demands, of per-

Weeding Out Process The professor spoke at some length on the weeding out of unstable taxicab drivers by the intelligence test There followed rigid reform in the eral wounds on his chest, abdomer ranks of the Chicago company, with and legs to substantiate his statethe following results:

of Yellow Cab drivers have been re- are under observation. A number of duced appreciably month by month vicious dogs running at large have Labor Turnover Cut

Labor turnover also has been cut eral children, down because careless drivers were discharged and better men put in their AMERICANS BUILDING By utilization of the psychological

test, drivers who are applying for positions are now rejected before they are sent to the training school and thus greater good-will is created for the company by reason of the employ- done by an American firm and will ment of a higher type of cab opera-

The professor, closing, referred to the immense use modern psychology has been to the manufacturer in increasing output and to the labor manager in placing men and women workers in positions where they do their best work and earn the most pay.

VACATION BIBLE SCHOOL TO OPEN Registration Day June 22;

Non-Sectarian; To Be Held Five Weeks

school will open at the Highland Park | trict Presbyterian church, June 22 and will continue for five weeks.

fully conducted here for the past two Greece. Athens has no large river years. A registration fee of \$2.00 per or lake within a distance of 100 child will be charged. The school will miles, so the Americans will create a be open five mornings a week from lake, on the field of Marathon, by nine-thirty to eleven-thirty.

nie Cobb, Miss Cutler and Miss Gladys wintry rainy season, must impound Russell, director of religious educa- sufficient water to supply Athens for tion. Mrs. Musser will be in charge the remainder of the year. of the music and Helen Dostalek will be the pianist. The school is non

Young people say they can't get married owing to high prices of everything, but if they would make a study of newspaper advertising in this paper they could reduce these costs a good deal.

FOR DRY CLEANING & DYEING RUG CLEANING & CURTAIN STRETCHING THE RELIABLE LAUNDRY PHONES 178-179

FILLING STATION ON GREEN BAY RD.

PSYCHOLOGICAL SIDE Pennsylvania Oil Co. to Build One on Leuer Property at **Homewood Corner**

> A handsome, convenient and commodious filling station will be erected at the corner of Green Bay road and Homewood avenue, on the Joseph Leuer property, which the Pennsylvania Oil company has leased for the purpose for a period of ten years, with option of extension. The store building has been moved to another location on the same lot. The nev filling station will be one of the fines hereabouts and as the location is an excellent one, it will undcubtedly enjoy large patronage.

It is interesting to note that much "red tape" must be unravelled nowadays in securing permission for location of any filling station in this city. eld days of learning to sell goods by Not only must the proprietor of the station secure the written consent of three-quarters of the residents all around the block in which the station is to be situated, but also consent of three-quarters of those on the oppo site sides of the streets and facing the station. In the present instance these permissions were obtained without difficulty, it is reported.

GEN. DAWES PRAISES CAMP ROOSEVELT

buyer as an individual and appeal to Vice President Calls Training Fine Educational Medium

> Camp Roosevelt, summer camp for boys between the ages of 12 to 17 years, located at Fort Sheridan, has been commended by Vice-President Dawes. In a recent letter to August S. Hubbard, chairman of the executive committee of the camp, he said:

"Camp Roosevelt, in my judgment, the trick. It may be an appeal to is furnishing one of the most effectradition, custom, prejudice, love for tive mediums for the education of the family, self admiration, jealousy, and youth of Chicago and vicinity, and is such as that. The salesman who uses deserving of the support of all our

"The influence which surround the profited little by modern psychology. boys during their attendance in camp are of that character which tends to "Psychologists interested in the the upholding of body and mind and sales situation point out the impor- makes of them better citizens, intance of approaching each buyer as spired with higher ideals and a greatan individual studying him before the er respect for that government under

"The growth of Camp Roosevelt cannot but be a source of encouragement to its founders and to those who have given it support."

BY VICIOUS DOG

forming a service with the closing of Chicago Man Shows Several Bad Wounds as Result of Visit Here Sunday

Fred Schulle of Chicago was in method. Psychological analysis has Highland Park yesterday and comshown, he declared, that eighteen per plained to the police that he had been cent of all the Yellow Cab drivers severely bitten Sunday by two Airewere responsible for forty-eight per dale dogs belonging to W. L. Vance, cent of the accidents. Dr. Shaw an- Ridgewood drive. Schulle was visitalyzed the eighteen per-centers and ing friends in that part of the city found they were men either of low and claims that the dogs attacked intelligence or of careless habits. him on the street. He displayed sevments. The dogs have been locked in The accidents due to the instability the basement at the Vance home and been shot of late by the police, including one which had bitten sev-

BIG LAKE IN GREECE

The largest artificial, lake in the world will be constructed near Athens, to provide water supply for the city and its suburbs. The work will be require four years to complete.

For ten years the great drawback of the Greek capital has been lack of water. The situation has been enormously aggravated by the rapid growth of the city, owing to the refugee influx of the past two years. Athens is today a city of a million people; it had less than 140,000 only 25 years ago.

Agitation for a new water supply was brought about largely through the medical reports of the Near East Relief, which informed the government that this was the only means of preventing serious epidemics and heavy loss of life among the half-mil-The Highwood Park Vacation Bible lion refugees concentrated in the dis-

The project will cost ten million dollars, and is the most important opera-This school has been most success- tion of its kind in the history of means of a dam several hundred feet The teachers engaged are, Miss An- in height. This lake, during the brief

CHRISTIAN SCIENCE READING ROOM

387 Central Ave., Highland Park First Church of Christ, Scientist of Highland Park 381 Hazel Avenue You are cordially invited to visit the Reading Room

HOURS: Week days 9 a. m. to 6 p. m. Sundays 2:30 to 6 p. m. for reading only.

Dr. B. A. HAMILTON Dr. A. J. WURTH

DR. IRVING C. SCHUR Dentist

16-18 N. Sheridan Rd. Tel. 2190

Telephone Kildare 3499

PROGRESS TILE CO.

(Not Inc.)

CERAMIC MOSAICS FLOOR AND WALL TILB MANTELS AND GAS LOGS

5111 Waveland Ave. Chicago

Tel. 410 JUNK

60 N. First St. Highland Park

EDWARD M. LAING BUILDER

274 East Park Avenue Highland Park, Ill. Phone 1765

HOMES FOR SALE ON MONTHLY PAYMENTS

Beautiful Wooded Lots on East Side

Windes & Marsh

Illinois Licensed Surveyors Municipal **Engineers**

Phones Highland Park 650 Winnetka 222

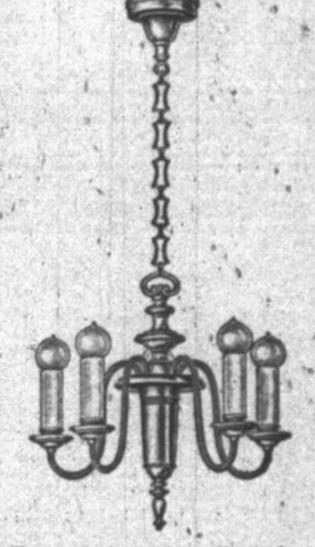
New Floors



LAID AND SURFACED **FLOORS** RESUR-FACED TO LOOK LIKE

P. E. DOWNING PHONE H. P. 566

Fixtures of Quality



Let us show you Samples and prices in your own

Vetter Electric Co. **CONTRACTING** and **JOBBING**

Repair work neatly done **Phone Highland Park**

"Vetter and Better all the time"