



Highland Park's Ambitions

Highland Park wants more population, more industry, more capital, more trade, more prosperity.

And the unailing formula for accomplishing these ambitions is to make Highland Park attractive — then, keep it so. There is plenty of room in our town for citizens of the right sort. They will come, if Highland Park broadcasts an inviting message beyond the borders of this community.

For years, country populations have gone cityward. But the peak has been reached. The tide has turned. City folks are flocking out to the small and medium-sized towns — where they find more joy in living.

Highland Park can reap its share of this vast number of home-seekers. But ambitions have got to be backed up by performance. We must be receptive to the coming of good citizens. We must stimulate pride and patriotism within the community. We must make certain that we can provide all the essentials that make for moral and physical well-being of all who would come among us.

Good government, thriving industries, good schools and churches, pure water, clean streets, better roads, opportunities for the rising generation, a progressive community spirit and true co-operation — all make for a splendid inducement to folks looking for a **real home town**.

Let each one do his part toward making Highland Park a better place to live in and then — **spread the good word to every part of the globe.**

The following progressive firms and individuals heartily endorse this sentiment:

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| North Shore Buick Co. | Rasmussen Brothers | A. G. McPherson & Son |
| Highland Park Shoe Store | Mutual Coal Company | J. Hecketsweiler, Photographer |
| Brand Brothers | Bowman Dairy Company | James Collins, Auto Painting |
| Paul Borchardt | J. A. McClory, Taxi Service | Larson Bros.' Garage |
| The Lilly Beauty Shoppe | Highland Park Shoe Shining Parlor | Frank Siljestrom |
| Meierhoff Hardware Co. | Home Town Upholstery | Evans Feed Company |
| Heinsen & Kroll | Black Cat Ice Cream Shoppe | H. P. Stanley, Upholstery |
| Fell Brothers | The Billy Bowden Grocery Co. | T. S. Duffy Furniture Co. |
| Daily's Ready to Wear | Moldaner & Humer | T. H. Decker & Co. |
| Sweetland's Pharmacy | Dante Bonetti | North Shore Barber Shop |
| Henry G. Winter | H. M. Prior Co. | Auto Supply, Tire and Vulcanizing Co. |
| Dr. C. A. Turner | John Zengeler, Cleaners | Alfred Hill Laundry |
| M. A. Ernst, Millinery | Highland Park Transfer Co. | Motor Car Electric Service |
| Albert Larson | North Shore Radio Shop | Weber's Home Made Candy Shop |
| Keil's Grocery | Earl W. Gsell & Co. | Francis L. Woolley Co. |
| Reliable Laundry | Herman's Tin Shop | Geo. H. Koon Motor Sales Co. |
| F. B. Williams | Pratt's United | The Green Tea Pot |