

WOMAN HURT IN FALL IMPROVES AT HOSPITAL

Mrs. D. J. Brady of Railroad avenue, Highwood, is recovering satisfactorily in the Highland Park hospital from injuries received in a fall at her home.

COMMUNITY CHEST PLAN SUGGESTED

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cities and also to confer with other local organizations to see if they would co-operate in such a plan. This committee will report later.

Geary Talks

Mr. Geary stated that the merchant, today, was trying to make his profit on his buying rather than his selling. He stated that the merchant was emphasizing their buying rather than stressing their selling.

hospital the entertainers will be given a dinner at the Green Tree Inn.

Mr. Geary states that the independent store has a tremendous advantage over the chain store, due to the fact that the independent store has personality and atmosphere in his store, while the chain store, as a rule, is only a link in the machine.

He ended his story by saying, "Show me a town that has good stores and I will show you a good town. The soul of a town is its stores. The soul of a store is the sales people. My message is join any movement for the betterment of your town—devote your energies to educating your sales people—try to teach them the old, homely philosophy of Thomas Carlyle which reads 'The beauty of any work is the spirit in which it is done'."

Charles C. Kapschull of the Deerfield Chamber and E. J. Sherwin of the Evanston Chamber also spoke briefly.

The Chamber voted to contribute \$200 to the Ravinia Opera fund for 1928. This is the sixth year this organization has made this contribution.

It was stated that in regard to the stop-and-go signs asked for on certain streets, the city had made it clear that there was no appropriation to cover this expense this year, but that in the next budget, the funds would probably be provided; also that the new ornamental lighting system plans provided conduits to take care of such installation.

The committee in charge of providing for veterans at the Great Lakes hospital reported plans for an entertainment for the veterans tonight. They will take 18 professional entertainers from Chicago to the hospital and give the veterans a full program from 7:30 to 9. Before going to the

NEW COMMANDER IS AT NAVAL STATION

A simple but impressive ceremony at the Great Lakes Naval Training Station on Thursday, Nov. 10, marked the installation of Rear Admiral Henry J. Ziegemeier, U. S. Navy, as commandant of that institution and of the Ninth Naval district.

In the presence of the officers and enlisted men, who were assembled on the parade ground, the retiring commandant, Captain John F. Hines, U. S. Navy, who has occupied these posts since November 24, 1925, read his orders of detachment. Admiral Ziegemeier then read the orders directing him to take over these commands. The captain's pennant was lowered from the flag staff of the Administration building, and the two-starred Admiral's flag hoisted in its place. As it was being raised, a battery boomed out the admiral's salute of thirteen guns. The tenth com-

mandant at Great Lakes was duly installed.

In a brief address Admiral Ziegemeier expressed his gratification at the assignment he had received, outlined his policies in a general way, and expressed the hope that the same efficient co-operation would be extended to him that had been given to his predecessor in carrying them out to a successful conclusion.

The designation of an officer of flag rank to be stationed at Great Lakes is interpreted by officials in close touch with naval developments as an evidence that the Navy department appreciates the growing importance of the Ninth Naval district, which includes thirteen states in the mid-west.

The men may claim to be disgruntled when they go down to the barbershops and find the girls occupying their chairs, but somehow the men seem to have to get their hair cut more frequently than formerly.

DELUXE THEATRE

LAKE FOREST, ILL. Tel. L. F. 832

WEEK OF NOV. 13

SUNDAY, NOV. 13 "WE'RE ALL GAMBLERS" with THOMAS MEIGHAN

MON. & TUES., NOV. 14 - 15 BARBED WIRE with POLA NEGRI

WED. & THURS., NOV. 16 - 17 THE LAST OUTLAW with GARY COOPER

FRIDAY, NOV. 18 "ANGEL OF BROADWAY" with Leatrice Joy - Victor Varconi

SATURDAY, NOV. 19 "SHOOTIN' IRONS" with JACK LUDEN

BARTLET THEATRE

Highwood, Ill. WEEK OF NOV. 13

SUN. & MON., NOV. 13 - 14 "BELOVED ROGUE" with JOHN BARRYMORE MARCELINE DAY

TUESDAY, NOV. 15 "DRUM OF THE DESERT" A Zane Grey Story with WILSON BAXTER

WED., NOV. 16 "TIRED BUSINESS MEN" with Raymond Hitchcock Blanche Mehaffey

THURS., NOV. 17 "THE WORLD AT HER FEET" with FLORENCE VIDOR

FRIDAY, NOV. 18 "BACK STAGE" with WILLIAM COLLIER JR. BARBARA BEDFORD

SATURDAY, NOV. 19 "BLIND ALLEY" with THOMAS MEIGHAN

F. B. Williams

Real Estate Insurance

THIS WEEK'S SPECIAL A lot near RAVINIA PARK - 60 x 150 - Nice size

Wooded, south front, everything in, new homes building. Not too far from trains.

Price \$20 to \$30 ft. below surrounding property.

This is a "buy."

Don't miss it.

536 Central Avenue Highland Park-2360



Little boy . . . pair of skates . . .

You may never go near the ice but you need an accident policy written by this agency just the same.

Should anything happen to you, it would be the best friend you or your family could have.

W. W. Reichardt

THE INSURANCE MAN 388 Central Ave. HIGHLAND PARK, ILL.

Alcyon

HIGHLAND PARK, ILLINOIS

Friday, Nov. 11 Mat. & Eve. Sat., Nov. 12 Kiddies' Matinee at 3

Gala Holiday Show PATSY RUTH MILLER "ONCE AND FOREVER" Added Extra Matinee and Evening Return engagement

SUNDAY, NOVEMBER 13 ANOTHER GREAT SUNDAY SHOW AILEEN PRINGLE - NORMAN KERRY - LIONEL BARRYMORE

"BODY AND SOUL" A picture you will remember for a long time FINE INCIDENTAL REELS EXCEPTIONAL STAGE SHOW

Mon. & Tues., Nov. 14 & 15 WEDNESDAY, NOV. 16

REGINALD DENNY Better than ever in the famous Universal Special "OUT ALL NIGHT" CUSTOMARY SHORT REELS

THURSDAY AND FRIDAY NOVEMBER 17 and 18

A Wm. Fox first run special "EAST SIDE WEST SIDE" starring GEORGE O'BRIEN - VIRGINIA VALLI

COMING ATTRACTIONS Saturday, Nov. 19—RICHARD BARTHELMESS in "THE DROP KICK"

Sunday, Nov. 20—"THE THIRTEENTH HOUR."

Monday, Nov. 21—BIG RADIO SHOW—People you know, famous stars you have heard—broadcasting to you from a studio on the Stage.

Wednesday & Thursday, Nov. 22 & 24—DOLORES COSTELLO in "OLD SAN FRAN. SISCO."

Monday & Tuesday, Nov. 25 & 29—LON CHANEY in "MOCKERY."

Wednesday & Thursday, Nov. 30 & Dec. 1—GEORGE SYDNEY and CHARLES MURRAY in "THE LIFE OF RILEY."

Pearl

HIGHLAND PARK, ILLINOIS

Friday, Nov. 11 Special Holiday Show REED HOWES "THE ROYAL AMERICAN" VODVIL

Saturday, Nov. 12 BUCK JONES "BLACK JACK" a great picture 3-ACTS OF VODVIL-3

Sunday, Nov. 13 Cont. 2 to 11:30 LON CHANEY the immortal star in one of his old time favorites "WHEN BEAR CAT WENT DRY" 4-ACTS OF VODVIL-4

Monday, Nov. 14 HELENE CHADWICK "ROSE OF KILDARE" SHORT REELS

Tuesday, Nov. 15 JOHN GILBERT RENEE ADORÉE beloved stars of "The Big Parade" "HONOR FIRST" revival of one of their finest achievements

Wednesday & Thursday Nov. 16-17 BARBARA BEDFORD "THE GIRL FROM GAY PARADE" A picture that will intrigue you ALSO FINE SHORT SUBJECTS

Monday, Tuesday, Wednesday, Nov. 21-22-23—BUSTER KEATON in "COLLEGE."

Thursday, Thanksgiving Day, Nov. 24—ROOT GIBSON in "GALLOPING FURY"

Sunday, Nov. 27—TOM MIX in "THE ARIZONA WILDCAT."

Monday & Tuesday, Nov. 28 & 29—LEW CODY and RENEE ADORÉE in "ON 28 BOULEVARD."

See—"WHAT PRICE GLORY."

Is Drug Storing a Poor Business?

A pretty successful business man here in this community sorta hopped on me the other night on account of the way the modern drug store was conducted. He claimed that they had lost their identity in a cloud of "knick-knacks" and "Specialties" and were now selling EVERYTHING BUT drugs!

"Do you realize, Mr. Citizen, that statistics show that only 8% of a community NEEDS—Medicines? Isn't it a fact that the way drug stores are run NOW we cater to plenty MORE than 8%?"

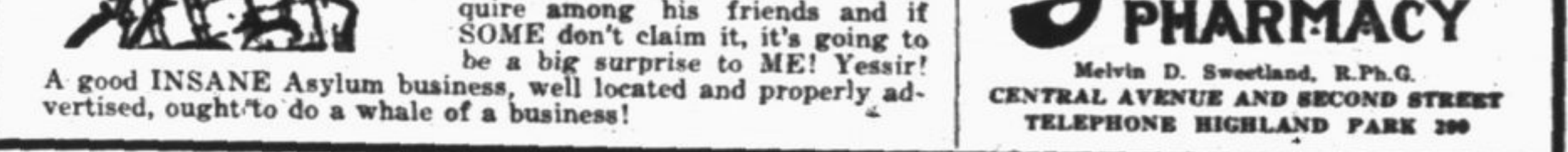
And it was all a big piece of news to him. He'd never looked at it in just that way. Once he got the idea tho, he saw the light and especially when I took him back to my desk and showed him how MY fingers showed that we carried IN STOCK items which were suitable for EVERY MEMBER of ANY family, no matter how young or how old. I BELIEVE he was impressed.

When I pointed out that statistics ALSO showed that EVERY member of EVERY family averaged at LEAST ONE VISIT a week in SOME drug store the year AROUND he quit the subject COLD!!

Yessir, the drug store has its drawbacks, like long hours, etc., but doggone it, it sure is a friendly old game to be in and I LIKE IT!

Shorty Says: There's only ONE business so far as I know that's a real 100 PER CENT proposition and that's the business of running an Insane Asylum!!! My big ambition is to run a place of that sort for I'll leave it to ANYBODY if EVERYBODY isn't INSANE! You can't always SELL a person the idea that they're nutty but you can inquire among his friends and if SOME don't claim it, it's going to be a big surprise to ME! Yessir!

A good INSANE Asylum business, well located and properly advertised, ought to do a whale of a business!



MELVIN D. SWEETLAND.



There is a satisfaction in heaving straight to the line—which has always been our policy in regard to our prescription department, from whence we have compounded remedies for Highland Park patrons for 34 years. We use only purest drugs, compound them with care and exactness for which we ask no more than any such service can be obtained. Make this store your store—by joining the ranks of our satisfied patrons.

Sweetland's PHARMACY

Melvin D. Sweetland, R.Ph.G. CENTRAL AVENUE AND SECOND STREET TELEPHONE HIGHLAND PARK 200

BIG Fruit & Vegetable SALE

FRIDAY AND SATURDAY

We have unloaded many truckloads of the finest fruits and vegetables grown, to be sold at the lowest prices, in our Blue Goose Fruit Shop, Highland Park branch. We have our Fruit Shops all over the North Shore. We are the largest buyers of fruits and vegetables, that's why you can buy from us fresh goods for less money.

Table listing various fruits and vegetables with prices. Items include Fresh Green Cabbage (25c), A Carload Minnesota Potatoes (29c), Idaho Russet Potatoes (\$3.35), Early Ohio Potatoes (\$2.85), Yellow Yam Sweet Potatoes (25c), Canadian Yellow Rutabagas (25c), Fresh Green or Wax Beans (29c), Snowball Cauliflower (25c), Michigan Celery Hearts (20c), Iceberg Head Lettuce (29c), Fancy Ripe Tomatoes (25c), Fresh Green Spinach (39c), Fresh Green Brussels Sprouts (29c), Fancy Cooking Apples (25c), Tangerines (25c), Florida Oranges (\$1.00), Sunkist Lemons (35c), Sweet Tokay Grapes (35c), Pure Honey (25c), Roman Beauty Apples (49c), Grapefruit (25c), Rome Beauty Apples (\$2.75), Fresh Large Coconuts (29c), Fancy Yellow Bananas (25c).

FOLLOW THE CROWDS TO THE LARGEST AND BEST FRUIT SHOP ON THE NORTH SHORE Highland Park Branch

BLUE GOOSE FRUIT SHOP

516 CENTRAL AVENUE HIGHLAND PARK, ILL. Two doors west of the Post Office; next door to the Consumers' Store