#### 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. She suffered no broken bones but is believed to have lain some time before her plight was discovered by Harold Zeiss, a meter reader on Tuesday for the Public Service Co. She was taken to the hospital and is reported improving nicely.

## 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" 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

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

Blanche Mehaffey

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

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

# F. B. Williams

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.

Real Estate

536 Central Avenue Highland Park 2360



Little boy . . . . pair of skates . . 2.7 . .

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.

## COMMUNITY CHEST PLAN SUGGESTED

(Continued from page 1)

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.

William M. Geary, sales manager of Carson Pirie Scott & Co. was the speaker and his address was on store management and kindred topics.

#### 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. He dwelled on the fact that the merchant, today, is deluged with propaganda on how to briefly. manage his store-how to keep records on mark-up and mark-downhow to invoice-how to do this and how to do that. But, he receives no help on how to sell goods. Conventions of executives-store ownersand buyers are held all over the country, but seldom is a convention held of the sales people. He stated that advertising sells nothing. It is merely to draw the buyer into the store but the decision is made in the store. He suggested that the store owners should have more meetings with their sales people-that buyers should take pains to educate their sales people on offer, because when a buyer comes Highland Park, it was reported.

Friday, Nov. 11

Prince Co.

SUNDAY, NOVEMBER 13

Gala Holiday Show

PATSY RUTH MILLER

"ONCE AND FOREVER"

Addedd Extra Matinee and Evening

Return engagement

7-NELLIE ANDREWS SINGERS-7

a beautiful stage presentation with costumes and settings entitled

"Wartime Reminiscences"

3-Roses of Picardy, tenor of the Student

4-Land of Hope, ensemble, a patriotic

Later during the picture program the Nel-

lie Andrews Co. will offer choice bits from

"The Forward Pass" a Grantland Rice in-

Mon. & Tues., Nov. 14 & 15

REGINALD DENNY

Better than ever in

the famous Universal Special

"OUT ALL NIGHT"

CUSTOMARY SHORT REELS

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

in "THE LIFE OF RILEY."

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

LON CHANEY

the immortal star in

one of his old time favorites

WHEN BEAR CAT WENT DRY"

4-ACTS OF VODVIL-4

Cont . 2 to 11:30

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

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

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

Monday & Tuesday, Nov. 28 & 29-LEW CODY and RENER ADOREE in "ON ZE

Sunday, Nov. 13

BOULEVARD,"

Soon-WHAT PRICE GLORY."

-broadcasting to you from a studio on the Stage.

Monday & Tuesday, Nov. 28 & 29-LON CHANEY in "MOCKERY."

THURSDAY AND FRIDAY

struction and illustration of football plays

the operas.

-Medley, Student Prince Co. trio.

Dear Old Pal, Nellie Andrews.

girl behind the counter showing the merchandise in an intelligent way.

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 rule, is only a link in the machine.

He ended his story by saying, was declared. "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 refreshment committee will have the betterment of your town-devote charge of the dinner and S. A. St. your energies to educating your sales Peter was elected to have charge of people-try to teach them the old, the singing. 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

\$200 to the Ravinia Opera fund for 1928. This is the sixth year this organization has made this contribu-

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. All-night lighting of the merits of the merchandise they streets also will soon be adopted in

into the store, the contact is made The committee in charge of providonly with the sales person behind the ing for veterans at the Great Lakes counter and that the decision is made hospital reported plans for an enterthere, but he bemoaned the fact that tainment for the veterans tonight. so many stores are trying to run a They will take 18 professional enterbusiness from an upstairs office with tainers from Chicago to the hospital records and figures, rather than the and give the veterans a full program simple old-fashioned method of the from 7:30 to 9. Before going to the

Kiddles' Matinee at 3

Continuous 2 to 11:30

NOVEMBER 17 and 18

DOROTHY MACKAILL

JACK MULHALL

that famous pair scoring again in

"THE CRYSTAL CUP"

It will delight you!

Extraordinary Stage Specialties

Many and varied excellent short reels

BIG BALLOON PARTY

at the matinee for the kiddies. An animal

balloon for every child.

Special pictures and specialties

Unless considered as a good picture for

children, the regular Saturday feature will

not be shown at the matinee.

Matinee prices: Children 15c. Adults 30c

Wednesday, Nov. 16

Always a favorite

MAY McAVOY

will delight you in

"A RENO DIVORCE"

USUAL INCIDENTAL REELS

Monday, Nov. 14

HELENE CHADWICK

"ROSE OF KILDARE"

SHORT REELS

Tuesday, Nov. 15

JOHN GILBERT

RENEE ADOREE

beloved stars of "The Big Parade"

"HONOR FIRST"

revival of one of their finest achievements

BARBARA BEDFORD

"THE GIRL FROM GAY PAREE"

A picture that will intrigue you

ALSO FINE SHORT SUBJECTS

Nov. 16-17

Wednesday & Thursday

Alcyon

HIGHLAND PARK, ILLINOIS

Mat. & Eve. | Sat., Nov. 12

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

A Wm. Fox first run special

"EAST SIDE WEST SIDE"

starring GEORGE O'BRIEN - VIRGINIA VALLI

You can't afford to miss this one - One of the truly great pictures of the year

ALSO FINE SHORT SUBJECTS

---COMING ATTRACTIONS-

Monday, Nov. 21-BIG RADIO SHOW-People you know, famous stars you have heard

Wednesday & Thursday, Nov. 23 & 24-DOLORES COSTELLO IN "OLD SAN FRAN-

Wednesday & Thursday, Nov. 30 & Dec. 1-GEORGE SYDNEY and CHARLES MURRAY

HIGHLAND PARK, ILLINOIS

Saturday, Nov. 19-RICHARD BARTHELMESS in "THE DROP KICK"

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

Fund Is Planned The plan instituting a fund for firemen and police officers to be drawn upon in emergency such as illness, accident or other similar condition was discussed, and the project will be carried into effect by the chamber, it

Dinner at Each Meeting It was decided unanimously to have a dinner at each meeting and to open

and close the meeting with a song.

#### Deerfield Represented

Kapschull, F. J. LaBahn, W. F. Mc-The Chamber voted to contribute Roscoe Wessling, Sol Shapiro, Edward Segert, James O'Conner, Ira Hole.

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 di-Following is a list of members of recting him to take over these comthe Deerfield Chamber of Commerce, mands. The captain's pennant was who attended the meeting. Archie lowered from the flag staff of the Antes, Edward Bleimehl, Charles C. Administration building, and the twostarred Admiral's flag hoisted in its Donald, J. R. Notz, R. A. Nelson, 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

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 interpretaed 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.

# 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!" So here's what I pointed out to him. Sezzi:

"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

And it was all a big piece of news to him. He'd never looked at is 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 figgers 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:

MELVIN D .SWEETLAND.



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 EVERY-BODY 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!

There is a satisfaction in hewing 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.



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

# Fruit & Vegetable

# 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.

FRESH GREEN CABBAGE solid heads, 10 lbs. for	25c
A CARLOAD MINNESOTA POTATOES, best cookers, peck	29c
IDAHO RUSSET POTATOES per sack	\$3.35
EARLY OHIO POTATOES extra fancy, per sack	2.85
YELLOW YAM SWEET POTATOES; 6 lbs for	25c
CANADIAN YELLOW RUTA- BAGAS; 7 lbs. for	25c
FRESH GREEN OR WAX BEAN 2 lbs. for	<sup>s</sup> 29c
SNOWBALL CAULIFLOWER arge and white; up from	25c
MICHIGAN CELERY HEARTS per large bunch	20c
CEBERG HEAD LETTUCE arge and solid; 3 heads for	29c
FANCY RIPE TOMATOES	25c
FRESH GREEN SPINACH	39c

29c 3 for \_\_\_\_\_ **FANCY YELLOW BANANAS** 25c 3 lbs. for ...

FRESH LARGE COCOANUTS

FRESH GREEN BRUSSELS

FANCY COOKLING APPLES

TANGERINES, large and sweet

fullof juice; 3 dozen for \_\_\_\_

SWEET TOKAY GRAPES

cluster bunches; 3 lbs. for...

ROMAN BEAUTY APPLES

ROME BEAUTY APPLES

best baking and cooking; 6 lbs .....

SPROUTS; per quart box

5 lbs. for

FLORIDA ORANGES

SUNKIST LEMONS

very juicy; per dozen

PURE HONEY

GRAPEFRUIT

Indian River; 3 for

per comb

per bushel

per dozen

29c

25c

35c

**25c** 

49c

25c

\$2.75

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