

MASS PRODUCTION AIDS INDIVIDUAL

UNITED STATES EXAMPLE

Prosperity and Plenty Here and Scope for Development of Personality; Different in Europe

Commenting in the Atlantic Monthly on mass production in America, and standardization, which has tended to reduce the cost of production and at the same time increase wages, an English writer deprecates the situation to which America has been brought and declares that in traveling 3,000 miles across the American continent one is depressed by the sameness of things, of the people. He adds that what the average cultured European desires above all else is to be an individual, to express his own personality in work and in play. In conclusion he says, according to the National Republic.

"After all, if we are all to have more and more things but only on condition that they shall be exactly like every one else's, what becomes of the joy of individual living, of expressing your own personality—provided you have one—in work and play? It is worth while to gain the whole material world, and lose your own soul?"

Standardized production, made possible by efficient producers and the assurance of the big American market, has indeed lowered costs and increased wages in the United States. But in spite of this there are Americans provincial enough to believe that the average citizen of the United States has as much individuality as the average European.

In Europe the masses have always been exploited for the benefit of the few. It has been the accepted theory that the way to improve the race is to work from the top stratum upward. In America our theory has been different. Starting out with new ideals of government we have constantly sought to better the condition of all the people and especially of the less fortunate ones. American sympathy for the under dog is proverbial.

Through this system we have built up a prosperity greater and more general than anything the world has ever known. Our so-called working class—although class distinctions are ill defined in America and the worker is often a capitalist—live in a way which would have been envied by the rich of every land a few generations ago. Many of them ride to work in automobiles, and these are not all mass-produced flivvers either. They are sending their children to school to give them an opportunity to do even better in the world and their families are well nourished, well clad and generally as happy as the rest of our citizens.

But we do not concede that this system has robbed our people of their personality in the aristocracy which one way to develop individual talent is to educate, to pay better than a mere living wage, and to permit all of our people to have a like leisure to expand and develop naturally.

Perhaps Europe has developed some personality in the aristocracy which we do not possess, since we have no aristocracy to develop personality in.

But outside of that we contend that the individuality is all in favor of America. It is true that most of our homes and our buildings are comparatively new, but the ones which are going up now show plenty of individuality, and our critic could have ascertained as much had he visited any modern suburb in any American city.

Nothing so cramps personality and individual effort as semi-starvation and a hopeless prospect for the future. If these qualities are to be found anywhere they are certainly in Europe and not in America. This is not said in a boasting way. We all hope that Europe will improve, but in order to improve she will have to adopt American standards and give the fellow underneath a chance to develop a little personality by feeding and housing him better and giving him a chance to develop as nature intended that he should.

WEATHER SHARK IN FORECAST SEES SNOW

OLD-FASHIONED WINTER

New York Prognosticator Gives His Idea of What May Be Expected; His Guess Good as Any

An old fashioned winter with plenty of snow, sleet and ice, is the prediction for the next few months of Paul K. Schimmack, self styled weather shark and astrologer, says an International News report from New York.

Sitting in his study with maps and charts, Schimmack has traced the position of all planets up to May 7, 1928, in a special forecast for International News Service.

New York and vicinity will be visited by a big storm lasting from December 1st to 3rd inclusive. Three days later there will be a heavy snowfall in Canada and the northern part of the United States.

White Christmas
Christmas shoppers will have to trudge about in mud and slush this year, but will be recompensed with a white Christmas, after which January and February will be cold and blustery.

Schimmack says the Lion will show his teeth the first part of March but that month and April will be relatively springlike. May and June will prove to be unseasonable, the astrologer said.

Chronologically, here is what he forecasts:

November 12—May look for winter weather coming out of the east westward to Youngstown, O., including Pittsburgh on November 14.

November 14—Real snow.
November 21—Snow.
November 24—Snow.
November 28-29—More snow.
December 1-3—There will be a big storm in New York.

December 6—Canada will be buried in snow.

Snow in Canada
December 10-12—Canada will be buried in snow again, a large portion falling also over the northern United States, as far south as Pittsburgh, where outside work will be impossible at this time.

December 14—Snow.
December 17—Snow.

December 19—Snow.
December 22—Snow.

December 24—Snow. Schimmack personally guarantees there will be a white Christmas.

December 25—Snow.
December 26—Snow.
December 28—Snow.
January 1, 3 and 5—Schimmack advises that heavy snow may be expected on these dates.

The entire months of January and February will be real winter months. March and April will be springlike. May 7—Will see the last cold snap of the year.

PRUDENTIAL INVESTS LARGELY IN MORTGAGES

Loans on Real Estate Greatly Increased According to Official Report

Archibald M. Woodruff, vice-president of the Prudential Insurance company of America, who is in charge of that organization's real estate mortgage loan department, announced from his offices today that the Prudential's investments in the field during the first nine months of 1927 reached the total of \$150,791,001.

Of this total, \$113,297,638.50 was loaned on dwellings and apartment houses, thus providing 18,699 individual homes and 981 apartment houses, for the accommodation of 33,044 families in the United States and Canada. During the similar period of 1926 the loans on such properties totalled \$104,403,477, thus showing a gain with this year of \$8,894,161.50. In the first nine months of 1926 only 30,129 families were accommodated by this loan, thus 1927 investments in this field care for an additional 2,915 families.

Thus far in 1927, the Prudential loans of farm properties have totalled \$18,459,330, while similar investments of city property other than that used for dwelling purposes totalled \$19,034,032.50.

In September of this year alone the mortgage loans on residential properties totalled \$14,106,400, allocated to 2,102 dwellings and 127 apartments, for the accommodation of 4,902 families in the same month other city loans totalled \$3,160,450.

GOOD HIGHWAYS AND GASOLINE, BENEFITS

HELPING UNITE NATION

Bring All Parts of Country Near to One Another and People are Traveling More Widely; Results

The automobile has been charged with many things, most of which probably are not true, but at any event there is something to be added to the credit side of the ledger. Figures prepared by government statisticians show that during the past fifteen years 600,000 miles of highway have been built in the United States and another million miles have been made more serviceable. There are still a great many small communities in certain parts of the country which are not on railroad lines but these are now being connected up more closely with the outside world through the medium of motor transport lines. It is now possible to travel from Maine to California and from Oregon to Florida by motor without and discomfort because of impassable roads. And the highways are being constantly improved.

Costs Money
Now of course all of this is costing money and the automobiles which skim over these roads are costing money. But aside from the economic benefit, which is by no means small, the roads are orth the entire cost because of the effect they are having on the unity of the country.

Northerners are motoring south and southerners are motoring to New England. The westerner tours in the east and the easterner drives through the west in his more or less trusty car. The man from one section is finding that the people in another section are a great deal like the folks at home after all. He is beginning to appreciate the magnitude and the many advantages of his country, and to see that after all, north and south,

east and west we are an homogenous people. As one motor expert recently put it:

Effects Evident
"The political effects of motor transportation are startlingly evident. If we could have visualized the United States in possession of motor transportation in 1861, can any one doubt that there would have been no Civil war? Such a political consequence, we can readily understand, would have been impossible if our people had had the facilities of travel, of business and the social and educational advantages we now enjoy through motor transportation."

Perhaps some people are driving automobiles who ought to be farming, or going to school or attending to business. But this does not lessen to any extent the value of good roads and motor transportation to the country. We have always had the shiftless with us and always will have. And if these persons who cannot afford to spend so much time motoring, had no motoring facilities they would probably be fishing or doing something worse to kill time.

At any rate good roads and gasoline are rapidly making us one united nation. The day of sectionalism is passing. May its departure be speeded.

SILHOUETTE BENEFIT TO BOTH FAT AND SLIM

Costume Expert Says New Style Gives Scope for Camouflage; Women Rejoice

Both plump and extremely thin women are to benefit this year from the new silhouette that has been universally adopted in Paris. "It gives excellent opportunity for camouflage," says Farm & Fireside. "The silhouette is broader than before, dresses have more fullness and the skirt is slightly longer."

The woman who is neither stout nor slim need have no concern. Her only consideration need be for color and texture. She may feel certain that anything that fashion puts out will become her because the new silhouette departs from the tendencies toward the ultra that have prevailed

throughout the past few seasons.

The new form is seen in Paris shops in a variety of color with velvet receiving great favor for fall and winter wear. Satins still predominate but this is partly because they imitate velvet in sheen and effect but have the advantage of being much more practical. Larger women choose satin and smaller women choose velvet as it makes them appear larger.

As for colors, brown has regained its throne and is keeping as close bodyguards black and navy blue. The three colors, when suited to type are flattering in shade and need only exquisite textures to make them becoming. Thus the new silhouette, with its variations from the old sack-like models, is interesting in any of the popular colors. Necklines are a little higher in these types, narrow belts are used and tucks in sleeves are omitted. Sash ties, vari-colored vests and always pleats and flares in skirts are the distinguishing marks of the departures from former styles.

For trimmings lighter tones such as beige upon brown, lighter blues upon dark blues and so forth, are being used extensively.

ILLINOIS APPLE CROP SMALLEST IN YEARS

Survey Indicates That It Will Be Far Below Average This Season, Report

Survey by the Department of Agriculture shows that possibly with one exception the apple crop of Illinois is the smallest in 20 years. Only during 1921 was the output below the estimated yield placed on the crop for 1927. Total production is estimated about 50 per cent of the 1926 crop.

Spring freezes, scab and insect injury are held partly responsible for the shortage of 1927, while it is believed overbearing last year was responsible for the weakening of the trees. The shortage will result in higher retail prices for the crop, it is announced.

GENEROSITY
Many a father who hasn't any to spare gives his child a piece of his mind.—Farm & Fireside.

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