

American Legion Post Plans Many Activities

Highland Park's own American Legion Post, that is, Dumeresq Spencer Post No. 145, seems to be destined to greater activity in all its branches and adjuncts for the coming year than ever before. The drum and bugle corps, instead of letting down after the big parade, is starting in with renewed vim and vigor to build up a unit of such precision and splendor that it will some day soon be the talk of the town, nay, of the State, or even of the Nation. Why not! Here is this little town in Massachusetts, never heard of until its drum and bugle corps literally put it on the map by winning the National Competin; and the town whence they came is about one-third the size of our city. Our corps has already gained some renown due to the smiling and free and easy manner of our drum major, Dave Suttle, while twirling the baton as the corps passed the reviewing stand and the radio announcer dubbing him as "the nonchalant drum major from Highland Park."

Our adjutant is in receipt of a letter of thanks from the district commander, commending our post in the manner in which the recent annual district meeting was conducted, and requesting that we soon have a social evening so that the wives and sweethearts of the Legionnaires might enjoy our hospitality.

It is announced that the post has thirty-four new members for the coming year all paid up. Some of these ex-service men are beginning activities going on around here, to sit up and take notice of all these and are commencing to worry about missing some of them. They will miss something if they don't attend the Annual Armistice Ball at the Highland Park Women's Club, Saturday night, Nov. 11.—Contributed.

New Low Gas Rate Explained By North Shore Gas Company

A new rate which will reduce the cost of all gas used in a home heated with gas is announced by the North Shore Gas Company. Introduction of the new rate will mean substantial savings for all customers who have gas heating plants, the company states, for the third "step" in the revised rate decreases charges 43 cents per thousand feet, with a further reduction in the fourth and last "step."

A comparison of the old and new rates follows:
The combination rate, according to the North Shore Gas Company, applies where a customer uses gas house heating together with other domestic gas appliances.

Old Rate
First 400 cu. ft. .\$.60
Next 5,000 cu. ft. 1.27 per M.C.F.
Next 10,000 cu. ft. 1.23 per M.C.F.
Over 15,400 cu. ft. .90 per M.C.F.

New Rate
First 400 cu. ft. .\$.60
Next 5,000 cu. ft. 1.27 per M.C.F.
Next 10,000 cu. ft. .80 per M.C.F.
Over 15,400 cu. ft. .55 per M.C.F.

The combination rate, according to the North Shore Gas Company, applies where a customer uses gas house heating together with other domestic gas appliances.

Winnetka Music Series Opens Oct. 30

Music lovers of Highland Park and the North Shore will be interested to read of the tenth series of concerts sponsored by the Winnetka Music Club at New Trier high school. They are a joy to young and old and an education for the young people, since only artists who have achieved worldwide reputation are presented. It is a rare opportunity to hear such celebrated artists, at so little cost in time and money.

The first internationally known musician in this series is to be Frederick Jagel, lyric tenor and for a number of years, member of both the Metropolitan and Ravinia Opera companies. His program will be given on Monday evening, Oct. 30th.

The other artists engaged for this outstanding series of concerts are Lawrence Tibbett, Elizabeth Rethberg, Bartlett-Robertson and Nathan Milstein. Subscription tickets are ready for delivery and the committee will appreciate their being taken up by subscribers. Checks payable to Bessie M. Grant at the State Bank of Winnetka.

Local Store Observing Its Sixth Anniversary

The Highland Park Grocery and Fruit Market, on Central Avenue, is observing its sixth anniversary in business here this week.

In celebration, the market is advertising special bargains in The Highland Park Press this week.

Try-Outs Oct. 30 For H. P. Music Club

The Highland Park Music Club try outs for membership will be held at the Deerfield-Shields high school auditorium Monday, Oct. 30, at 4:15 o'clock. Anyone wishing further information in regard to this, kindly apply to one of the membership committees.

NRA Objective May Benefit Local Firms

People who have followed national events closely during the past six months will realize that one of the objectives of the NRA has been to effect a widespread increase in prices. The attempts to do this are largely centered around the indirect method of preventing unfair price-cutting.

At first glance, it may be a little hard to understand the effectiveness of this strategy. Would it not seem that price cutters are hurting only themselves? Unfortunately, this is not true; not only do the price cutters place an abnormal burden on competing firms, but they inoculate the public with the virus that causes an epidemic of what is commonly called "chiseling."

From experience business men know that they can weather ordinary fluctuations of the laws of supply and demand but against "chiseling" they are helpless because it is contrary to the American principle of economic structure which recognizes the right of any business to earn a living. As a consequence, firms accumulate deficits, dividends cease, security values drop, and soon everyone has felt the heavy blows of depression.

Probably, in the vast majority of cases, people do not appreciate the seriousness of such situations. In order to avoid contributing further to the decline, the problems confronting various businesses must be understood.

One of the most unusual examples of such problems is offered by a local concern, the North Shore Gas Company. Due to the comparatively low concentration of population in the territory served, a high capital investment is required for physical equipment. Records show that it takes approximately five years for the total of gross receipts to equal this investment. In contrast with this, the average merchant can turn his capital three or more times a year.

Turnover has a very marked effect on the margin required to operate a business. In the case of the gas company, it means that the burden of fixed overhead cost is some fifteen times greater than for a firm with a turnover of three times a year. The only way that this burden can be cut down without damaging financial soundness is through increased sales volume.

Despite the fact that gas consumption has dropped off during the last few years, predictions for the future are quite optimistic due to the increasing use of gas for house heating and due to a more normal increase in population in the North Shore district.

Annual Fashion Show at Stevens Hotel

The seventh annual fashion show by the Woman's Board of St. Lukes hospital will be held in the ball room of the Stevens hotel, on Thursday, Oct. 9th. The proceeds of this affair will be used for charity work. The afternoon show will be in the form of an afternoon tea which will take place at 2:30 p.m. and the evening show will be a dinner at 7:30 p.m. Tickets may be procured at the door. Debutantes will model and sell cigarettes and flowers.

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Ravinia P. T. A. Holds Get-Together Party

Great plans are on foot for the get-together party of the Ravinia Parent-Teachers Association which will take place Friday evening Oct. 20 at 8:30. Last year's October party was such a success that the committee headed by Mrs. J. M. Easton is working out a similar program with certain new features. There will be dancing, ping pong and bridge, an amusement to suit every taste. There will be excellent music and delicious refreshments. Tickets for the party are selling for a nominal fee and the refreshments will be sold at bargain prices. The proceeds of the party will go to the school which has more needs than ever this year. Mrs. Easton is being assisted by Mrs. H. G. Toll, chairman of the house committee who has charge of the refreshments, and by a large committee including the room mothers who will assist as hostesses and are helping in selling tickets. All parents and teachers in the community are welcome guests.

Deerfield Township Board Meeting Friday

The board of town auditors of Deerfield Township will meet at 7:30 Friday evening of this week at the town hall on Central Avenue, Highland Park.

Lucky Strikes and Pirates Organize

Next Wednesday the Business Men's Bowling League will meet at the Majestic alleys to work out a schedule for the year. The Y.W.C.A. women's team and the Illinois Bell girls are now organizing.

Frederick Stuenkel Passes Away Oct. 7

Frederick Stuenkel, father of Edward F. Stuenkel of this city, passed away Saturday, October 7th at the home of Dr. J. A. Stuenkel, (another son) in Hinsdale. He was 84 years old, being born in Addison, Du Page county, Illinois, on April 7, 1849. His wife Augusta Krage Stuenkel whom he married Jan. 17, 1874, passed away Nov. 15, 1930. Burial was made in Memorial Park cemetery, Evanston on Tuesday.

Mr. Stuenkel leaves to survive him two sons Edeard F. Stuenkel of this city, Dr. J. A. Stuenkel of Hinsdale and two daughters Mrs. H. C. Klehm of Arlington Heights and Mrs. August Rodemund of Elmhurst, ten grandchildren, three great grandchildren and six sisters.

Eastern Star Plans Cabaret Dance Oct. 28

A cabaret dance is being planned by the officers of Campbell Chapter No. 712 O.E.S. for the evening of Saturday, October 28th. The admission price will be very nominal and the evening promises to be a most delightful one. A splendid orchestra has been procured and a program of entertainment is being arranged. This is to be one of the first social evenings of the chapter for the winter and all Eastern Star members and their friends and families are invited.

Acme Cleaners a New Highland Park Concern

The Acme Cleaners, a new Highland Park concern, is open for business at 13 North St. Johns Avenue. The proprietor points out that the location, two doors north of the North Shore station, is convenient for high school students.

COLDER NEXT WEEK!

Don't wait until you freeze—get the youngsters the heavy underwear they need.

Underwear from 59¢ up
Sleepers from 59¢ up
Flannel Gowns and Pajamas for the older girl or mother 59¢ - \$1.25

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St. John's Evangelical Church
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F. Piepenbrok, Pastor

Thursday:
2:00 p.m. The Ladies' Aid will meet at the home of Mrs. Geo. Williams, 230 McDaniels Avenue.
6:30 p.m. Junior choir rehearsal.
7:30 p.m. Senior choir rehearsal.

Friday:
3:45 p.m. Confirmation class.
Sunday:
10:00 a.m. Church School.
11:30 a.m. Morning Worship. This being "Loyalty Day" we are looking forward to seeing quite a number of old friends. The public is also invited. Both choirs will take part in rendering special music.
This church invites you.

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1933 CHEVROLET DE LUXE ROADSTER
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DeLuxe equipment—twelve cylinder. Perfect condition throughout. Fully warranted \$2,650

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DeLuxe model—Steel spoke wheels, two carried forward in fender wells \$1,650

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Custom Built—DeLuxe model—tires, upholstery and paint like new \$1,650

1930 LA SALLE CONVERTIBLE COUPE
Painted a beautiful tan. Upholstered in leather. Fender wells, side mounts, two horns and other extras \$675

1931 LINCOLN 5 PASS. DIETRICK
Convertible DeLuxe: like new \$1,650

1933 BUICK, Model 97: 5 Pass. Sedan DeLuxe \$1,250

1932 FORD V8 COUPE \$400

1930 BUICK COUPE \$400

1929 LINCOLN 7 PASS. \$725

1929 LINCOLN TOWN SEDAN \$725

1926 CADILLAC COUPE \$100

ISOTA TOWN CAR \$600

1930 WIL. LINCOLN \$1,250

1929 BUCK 5 PASS. SEDAN \$275

1927 LINCOLN 4 PASS. SEDAN \$250


1926 LINCOLN TOURING \$100

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SHORT LEG OF MILK FED VEAL pound 16c

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FINEST LOIN VEAL CHOPS pound 25c

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